



# LANE COUNTY, OR 2011



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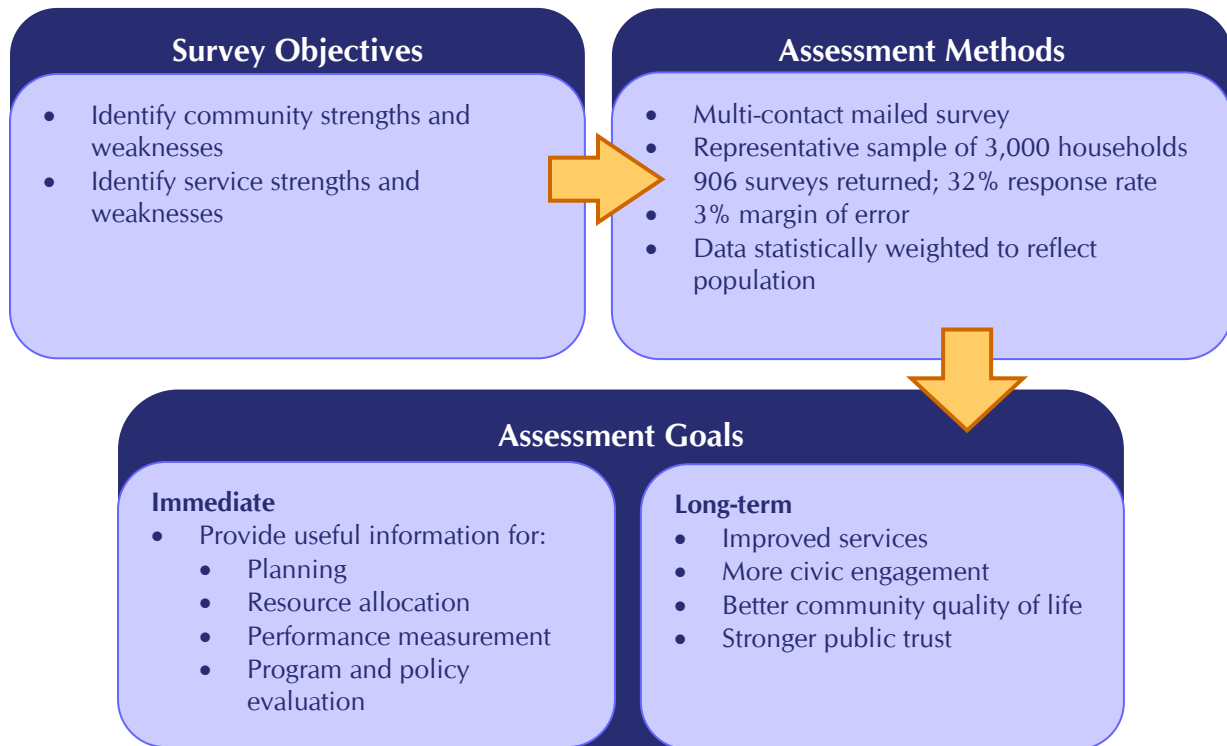
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## SURVEY BACKGROUND

### ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 906 completed surveys were obtained, providing an overall response rate of 32%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for Lane County was developed in close cooperation with local jurisdiction staff. Lane County staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. Lane County staff also augmented The National Citizen Survey™ basic service through a variety of options including crosstabulation of results and an extended mail sample size.

## UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

### Margin of Error

The margin of error around results for the Lane County Survey (906 completed surveys) is plus or minus three percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 57-63% of all residents are likely to feel that way.

### Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American counties. Where possible, the better comparison is not from one service to another in Lane County, but from Lane County services to services like them provided by other jurisdictions.

### Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than five percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

### Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

Lane County chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the Lane County survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, Lane County results were generally noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as “more,” “similar” or “less” (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). These labels come from a statistical comparison of Lane County's rating to the benchmark.

### **“Don’t Know” Responses and Rounding**

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

## EXECUTIVE SUMMARY

This report of Lane County survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

- Most residents experienced a good quality of life in Lane County and believed the county was a good place to live. The overall quality of life in Lane County was rated as “excellent” or “good” by 71% of respondents. About eight in ten reported they plan on staying in Lane County for the next five years.
- A variety of characteristics of the community was evaluated by those participating in the study. The three characteristics receiving the most favorable ratings were recreational opportunities, the quality of the overall natural environment in Lane County, and opportunities to volunteer. The three characteristics receiving the least positive ratings were employment opportunities, the availability of affordable quality child care, and the availability of affordable quality housing.
- Ratings of community characteristics were compared to the benchmark database. Of the 25 characteristics for which comparisons were available, 11 were above the national benchmark comparison, three were similar to the national benchmark comparison and 11 were below.
- Residents in Lane County were very civically engaged. While 32% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 97% had provided help to a friend or neighbor. A majority had volunteered their time to some group or activity in Lane County, which was much higher than the benchmark.
- Less than half rated the overall direction being taken by Lane County as “good” or “excellent.” This was lower than the benchmark. Those residents who had interacted with an employee of Lane County in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”
- County services rated were able to be compared to the benchmark database. Of the 26 services for which comparisons were available, six were above the benchmark comparison, five were similar to the benchmark comparison and 15 were below.

A Key Driver Analysis was conducted for Lane County which examined the relationships between ratings of each service and ratings of Lane County's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall county service quality have been identified. By targeting improvements in key services, Lane County can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Public information services
- Economic development
- County parks
- Sheriff services
- Land use, planning and zoning
- Services to low-income people
- Road repair

Of these services, those deserving the most attention may be those that have experienced declining ratings over time or those that were below or similar to the benchmark comparisons: public information services, economic development, County parks, sheriff services, land use, planning and zoning and road repair. For services to low-income people, Lane County was above the benchmark and should continue to ensure high quality performance.



## COMMUNITY RATINGS

### OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in Lane County – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents' commitment to Lane County. Residents were asked whether they planned to move soon or if they would recommend Lane County to others. Intentions to stay and willingness to make recommendations provide evidence that Lane County offers services and amenities that work.

Most of Lane County's residents gave favorable ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years. While most ratings were similar to the past survey year, the rating for Lane County as a place to live had increased over time.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY

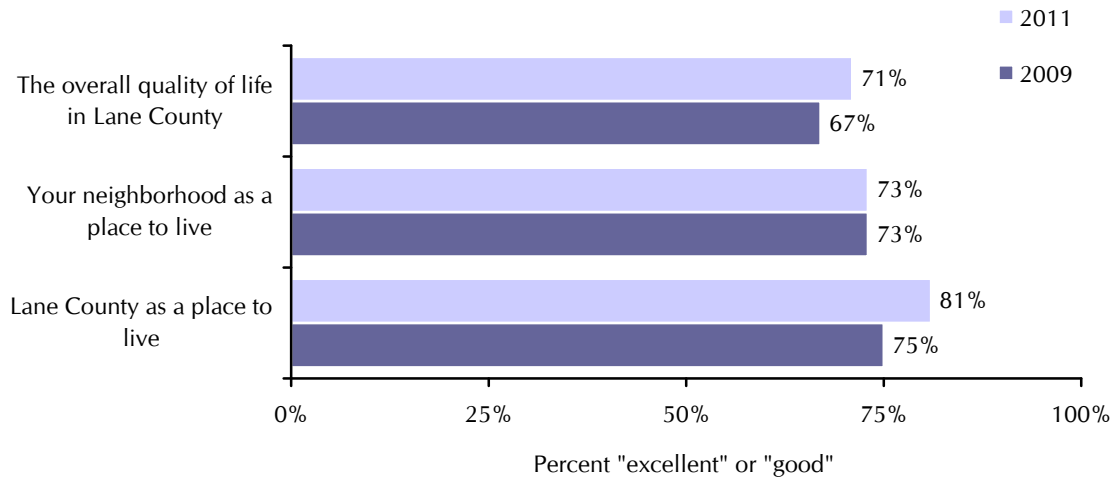


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

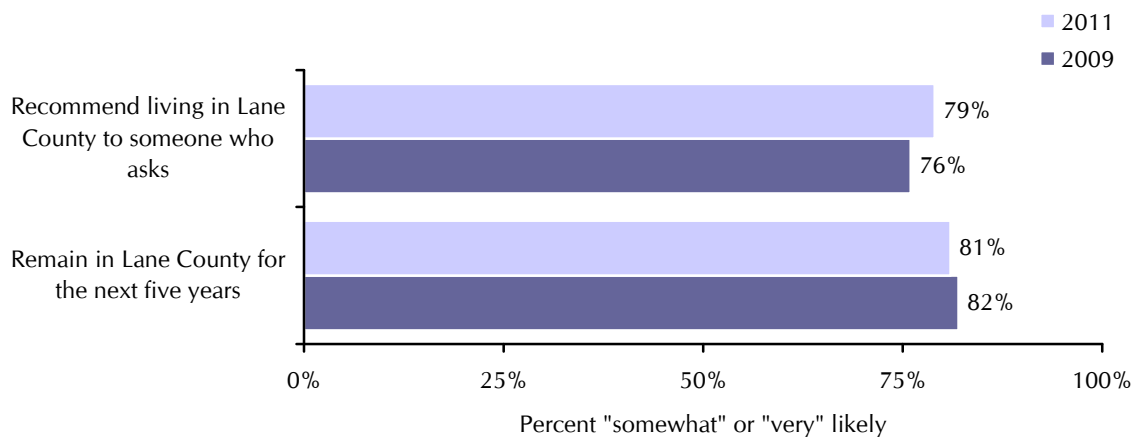


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
The overall quality of life in Lane County	Much below
Your neighborhood as a place to live	Much below
Lane County as a place to live	Below
Recommend living in Lane County to someone who asks	Much below
Remain in Lane County for the next five years	Similar

## COMMUNITY DESIGN

### Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of four aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of bicycle travel was given the most positive rating. These ratings tended to be higher than the benchmark and similar to the past survey year. The rating for traffic flow on major streets had increased since 2009.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

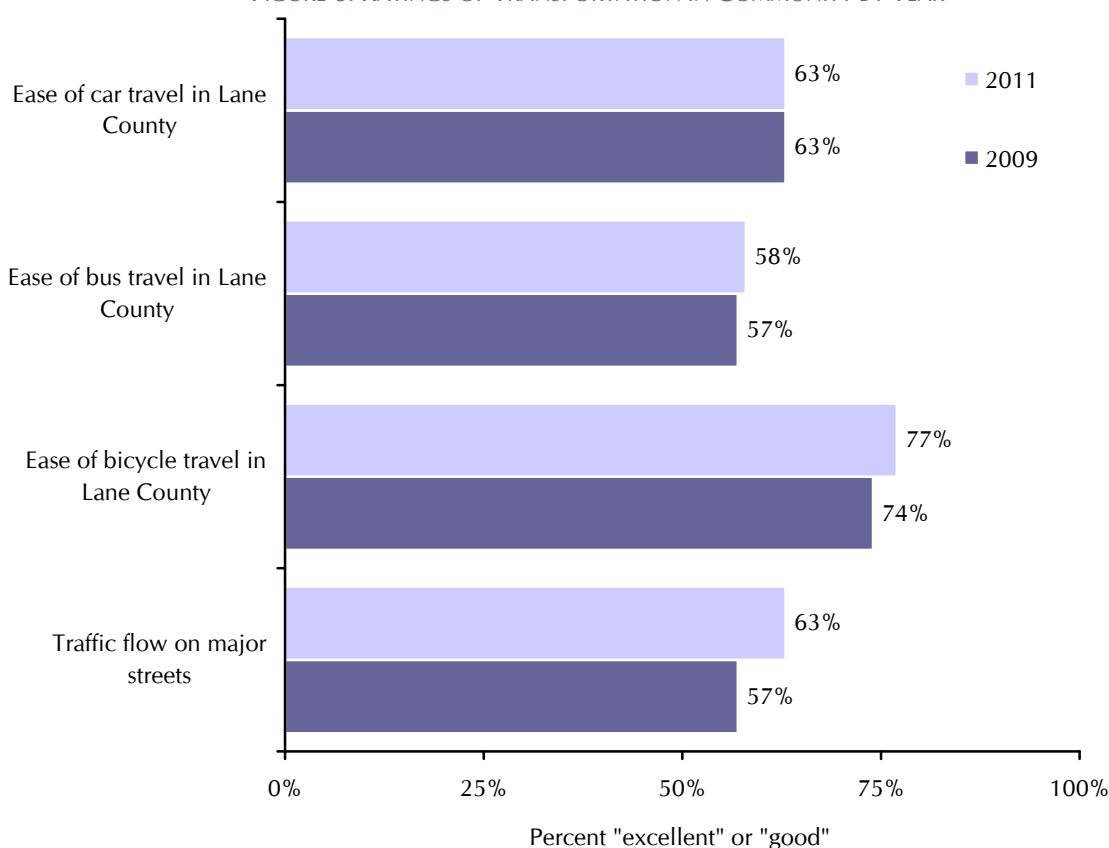


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS BY YEAR

	Comparison to benchmark
Ease of car travel in Lane County	Above
Ease of bus travel in Lane County	Much above
Ease of bicycle travel in Lane County	Much above
Traffic flow on County roads	Much above

Three transportation services were rated in Lane County. As experienced in most communities across America, ratings tended to be a mix of positive and negative. Bus and transit services was much above the benchmark, road repair and snow removal on County roads and highways was much below the benchmark. The rating for road repair and snow removal had improved over time.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

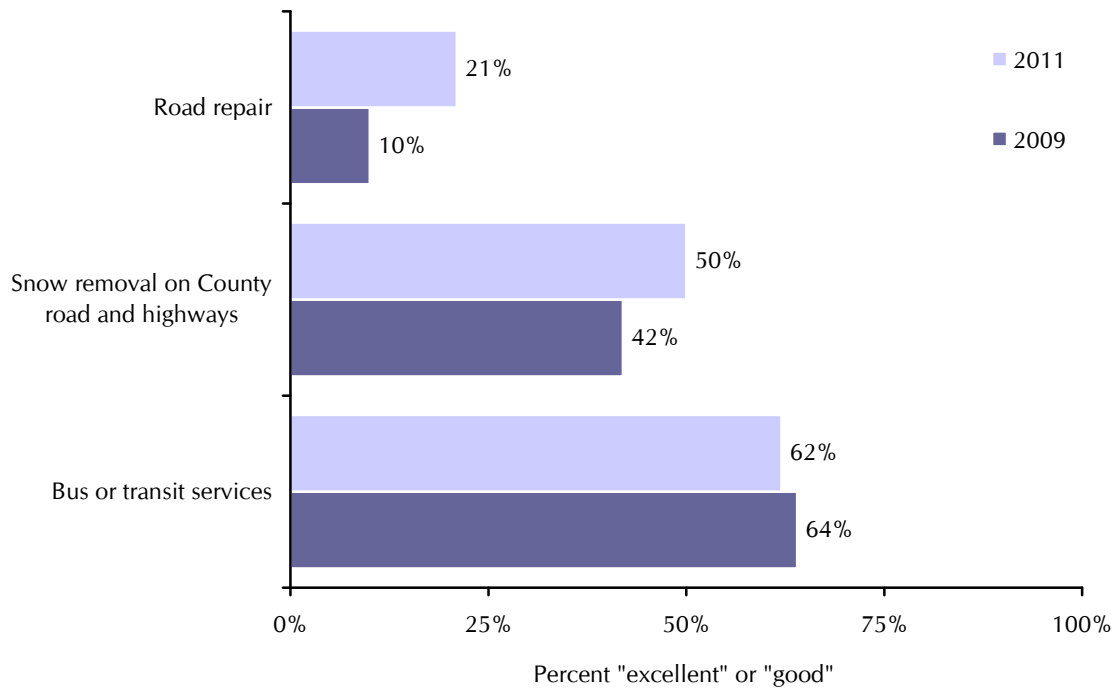


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Road repair	Much below
Snow removal on County roads and highways	Much below
Bus or transit services	Much above

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 6% of work commute trips were made by transit, 8% by bicycle and 6% by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

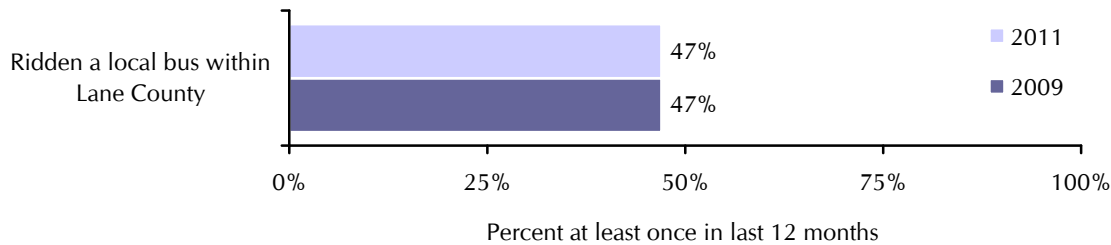


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

Comparison to benchmark	
Ridden a local bus within Lane County	Much more

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE BY YEAR

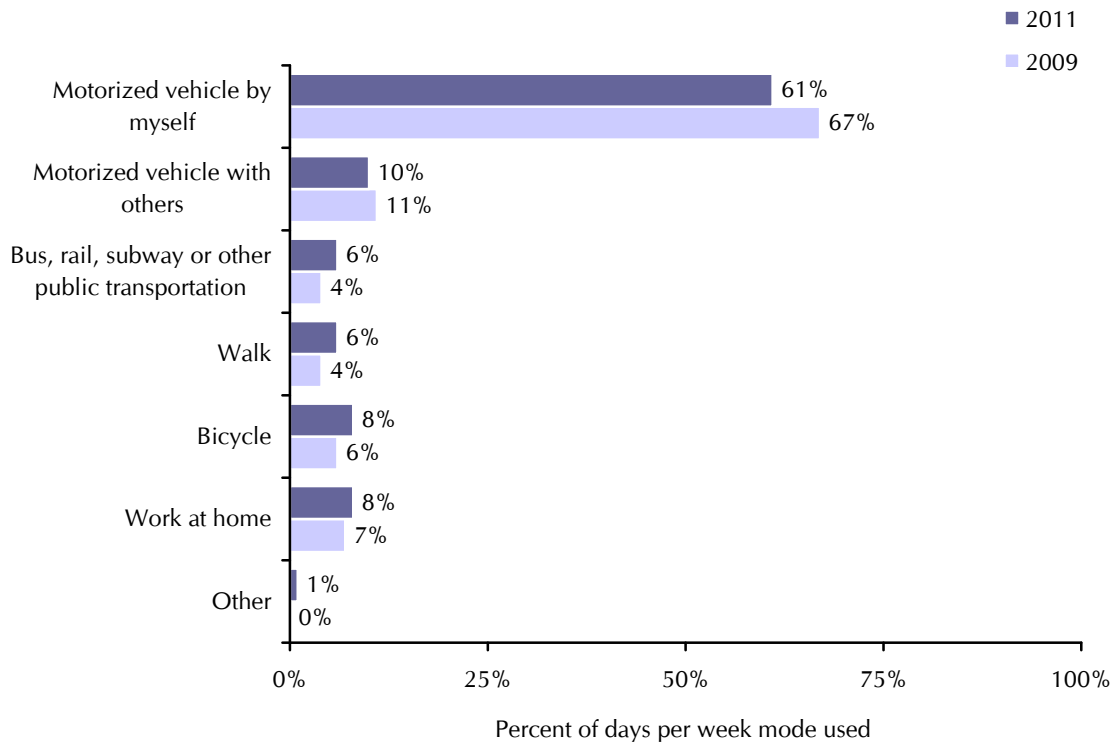


FIGURE 13: DRIVE ALONE BENCHMARKS

Comparison to benchmark	
Average percent of work commute trips made by driving alone	Much less

## Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of Lane County residents asked respondents to reflect on the availability of affordable housing. The availability of affordable housing was rated as “excellent” or “good” by 29% of respondents.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY BY YEAR

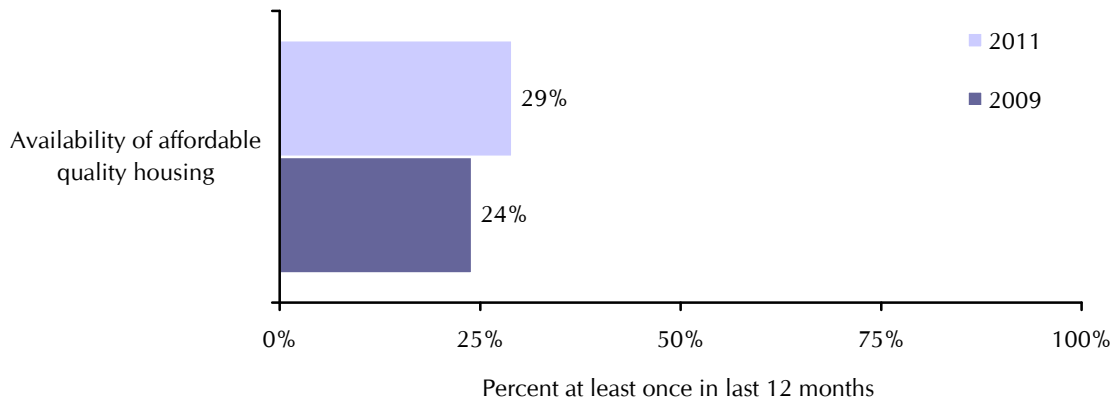


FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Much below

To augment the perceptions of affordable housing in Lane County, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of Lane County experiencing housing cost stress. About 45% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE" BY YEAR

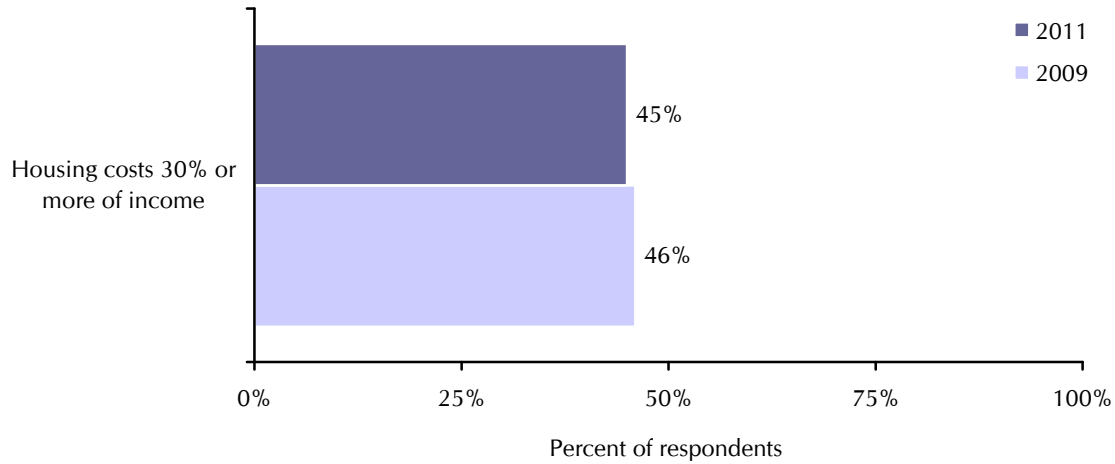


FIGURE 17: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	Much more

## Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of Lane County and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in Lane County was rated as "excellent" or "good" by 34% of respondents. The overall appearance of Lane County was rated as "excellent" or "good" by 62% of respondents and was lower than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in Lane County, 14% thought they were a "major" problem. The services of land use, planning and zoning, code enforcement and animal control were rated much below the benchmark.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

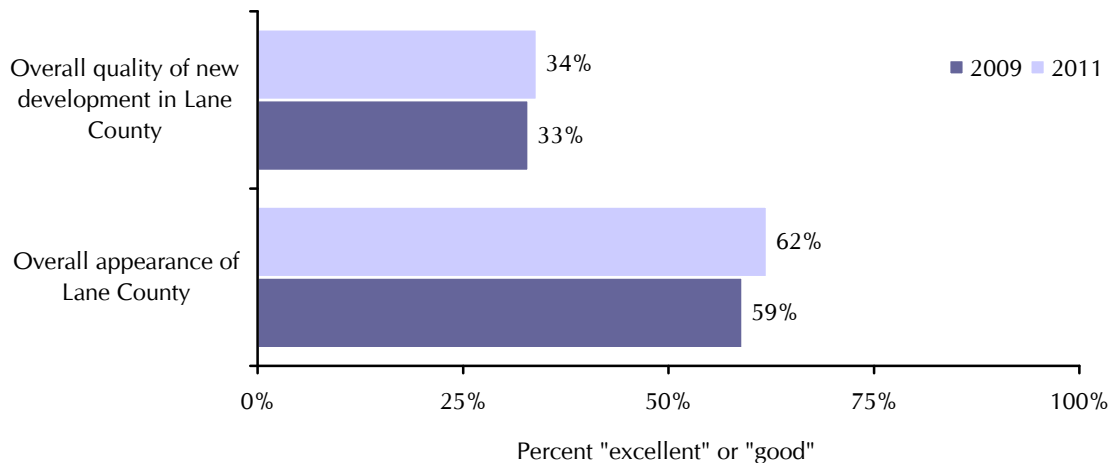


FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Overall quality of new development in Lane County	Much below
Overall appearance of Lane County	Below



FIGURE 20: RATINGS OF POPULATION GROWTH BY YEAR

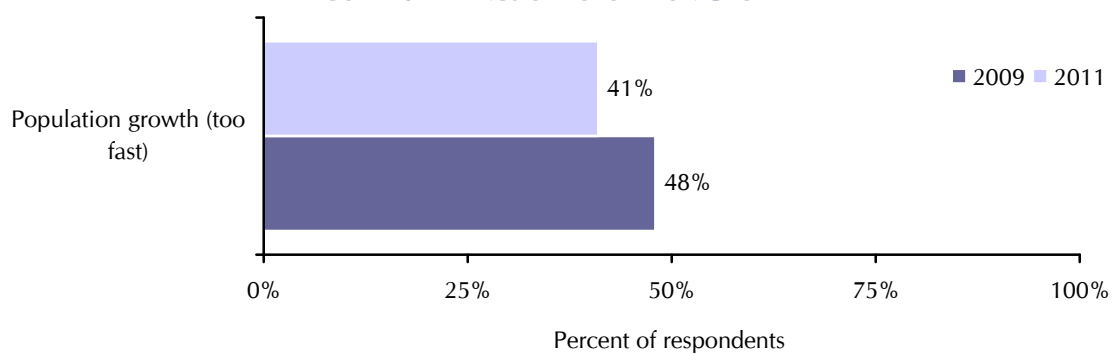


FIGURE 21: POPULATION GROWTH BENCHMARKS

Comparison to benchmark	
Population growth seen as too fast	Less

FIGURE 22: RATINGS OF NUISANCE PROBLEMS BY YEAR

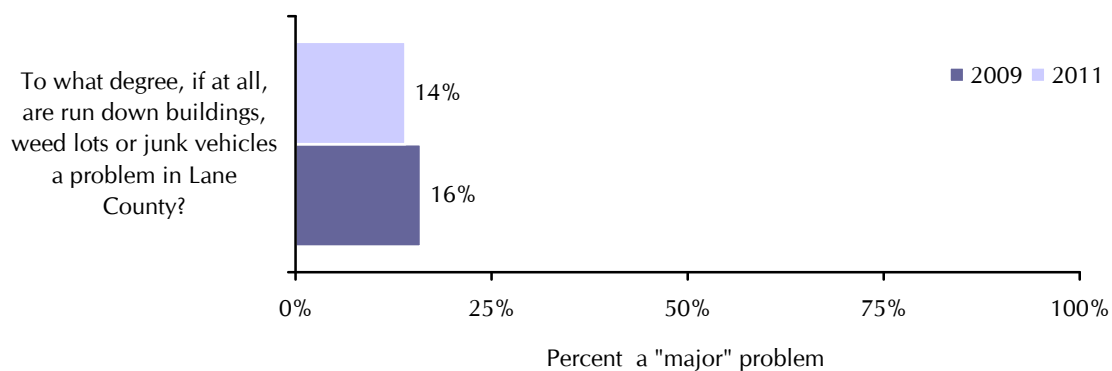


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

Comparison to benchmark	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Lane County?	Similar

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

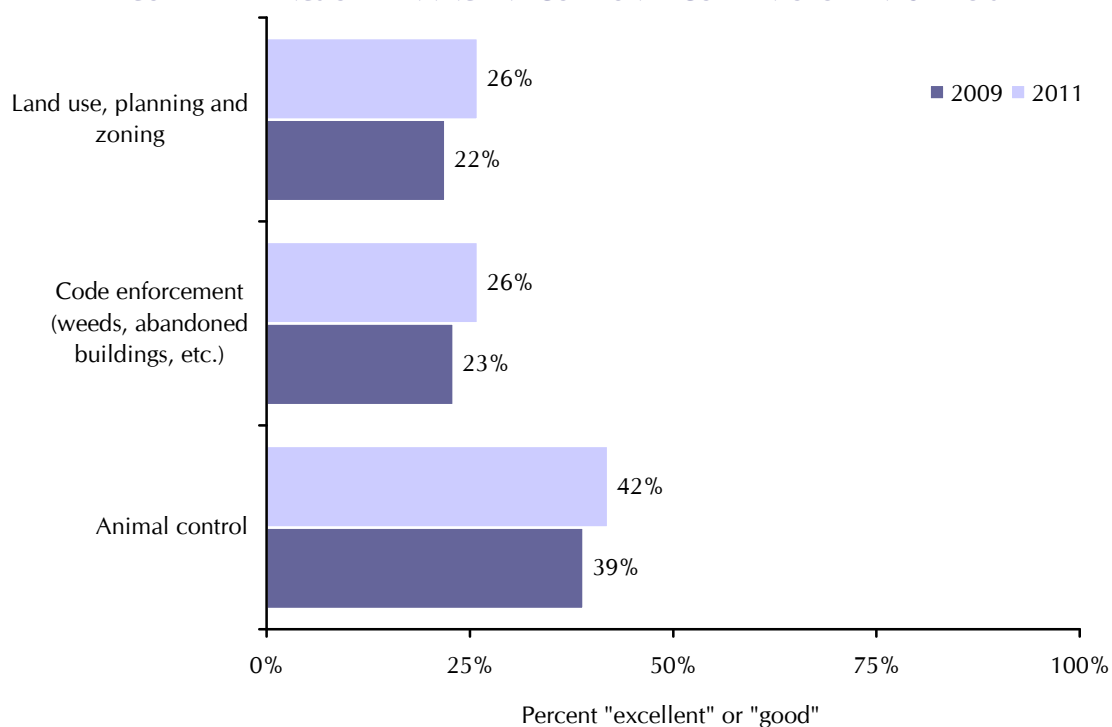


FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Much below
Code enforcement (weeds, abandoned buildings, etc)	Much below
Animal control	Much below

## ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were shopping opportunities and the overall quality of business and service establishments in Lane County. Receiving the lowest rating was employment opportunities. These ratings were similar to the previous survey.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

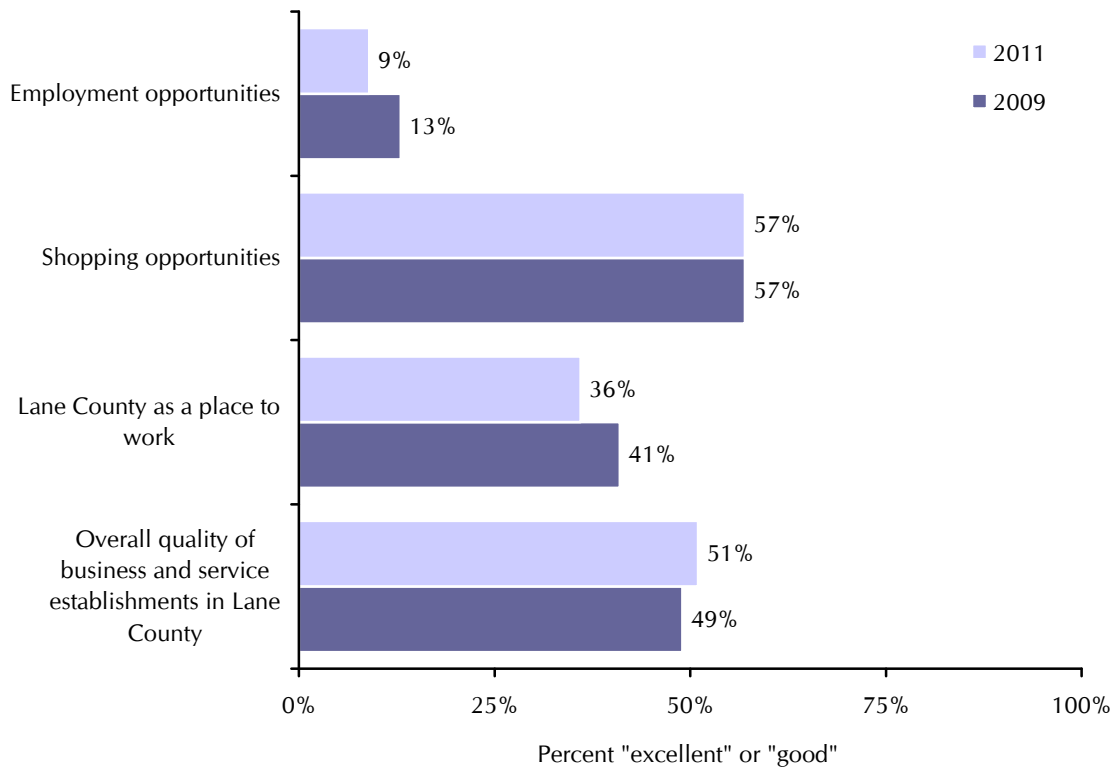


FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Much below
Shopping opportunities	Above
Lane County as a place to work	Much below
Overall quality of business and service establishments in Lane County	Much below

Residents were asked to evaluate the speed of jobs growth and retail growth on scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in Lane County, 95% responded that it was “too slow,” while 44% reported retail growth as “too slow.” Many more residents in Lane County compared to other jurisdictions believed that retail growth was too slow and many more residents believed that jobs growth was too slow.

FIGURE 28: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

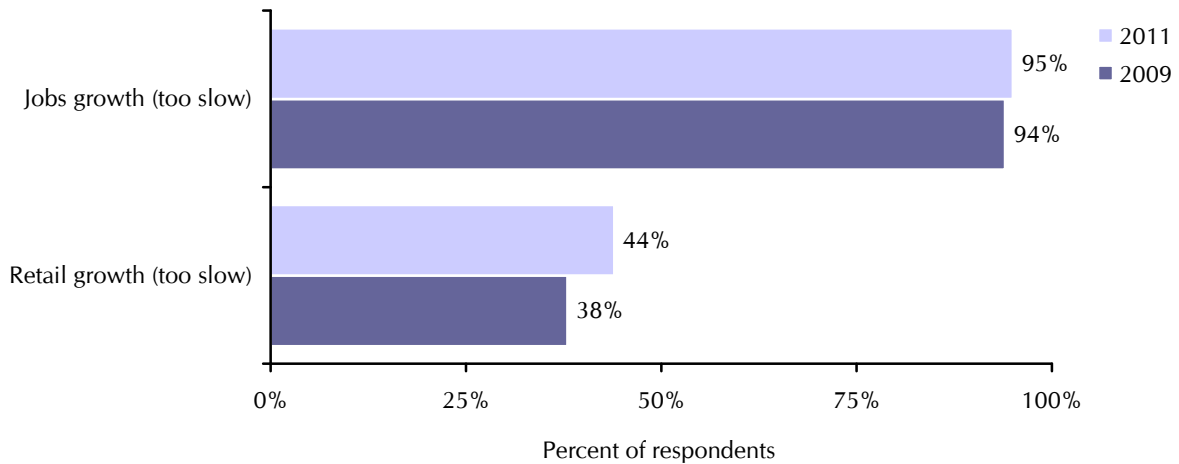


FIGURE 29: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Much more
Jobs growth seen as too slow	Much more

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

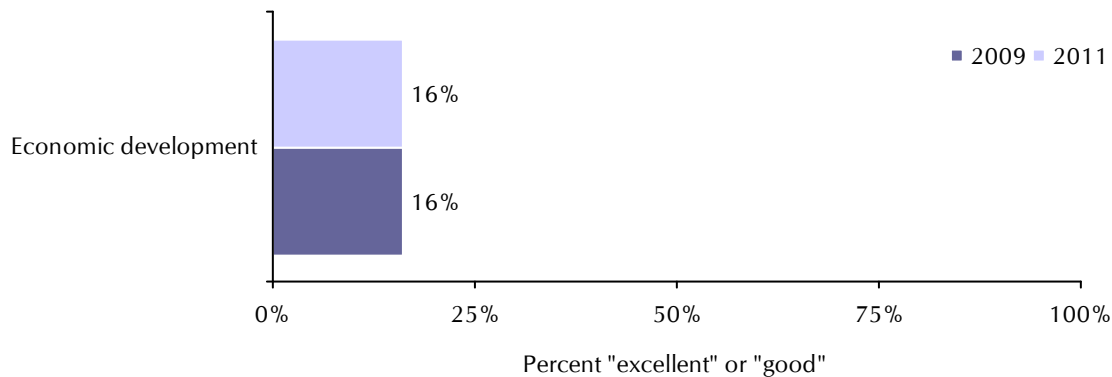


FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Much below

Residents were asked to reflect on their economic prospects in the near term. Twelve percent of Lane County residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family. The percent of residents with an optimistic outlook on their household income was much less than comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

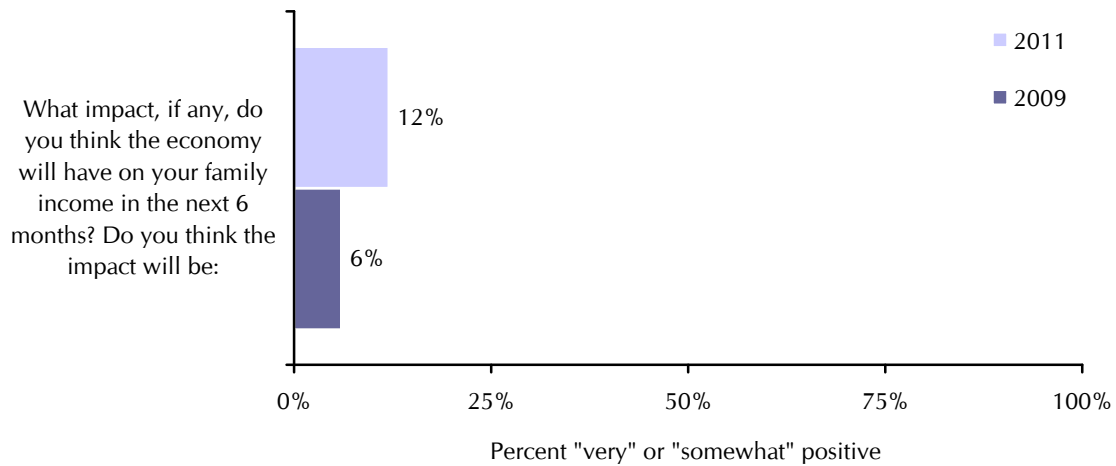


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Much below

## PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Many gave positive ratings of safety in Lane County. About 60% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 65% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown. Ratings for safety from property crime, violent crime and for safety in your neighborhood after dark were higher when compared to the previous survey.

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

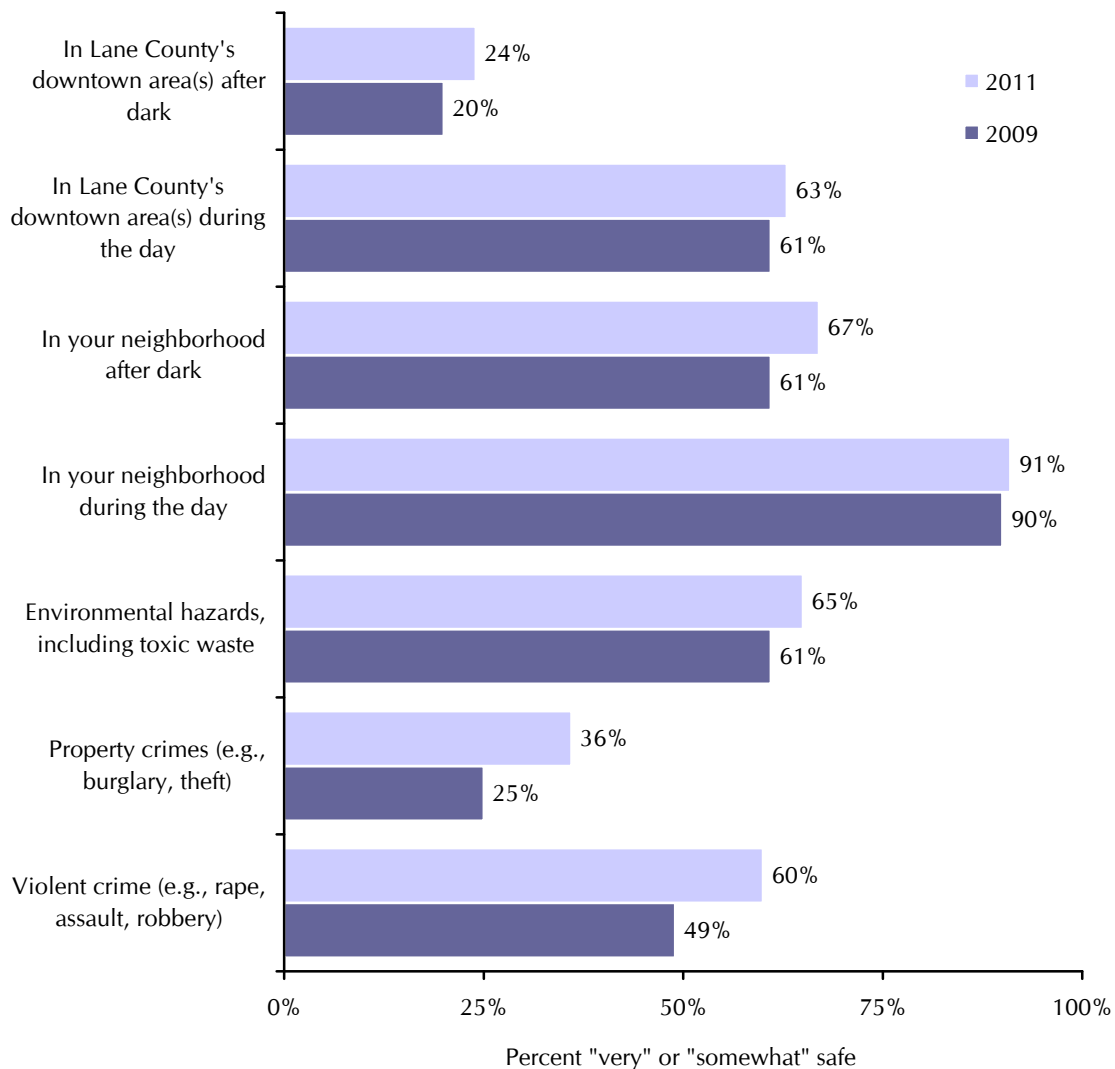


FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
Safety in your neighborhood during the day	Similar
Safety in your neighborhood after dark	Much below
Safety in Lane County's downtown area during the day	Much below
Safety in Lane County's downtown area after dark	Much below
Safety from violent crime (e.g., rape, assault, robbery)	Much below
Safety from property crimes (e.g., burglary, theft)	Much below
Environmental hazards, including toxic waste	Much below

As assessed by the survey, 18% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 77% had reported it to police. Compared to other jurisdictions more Lane County residents had been victims of crime in the 12 months preceding the survey and about the same percent of residents had reported their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING BY YEAR

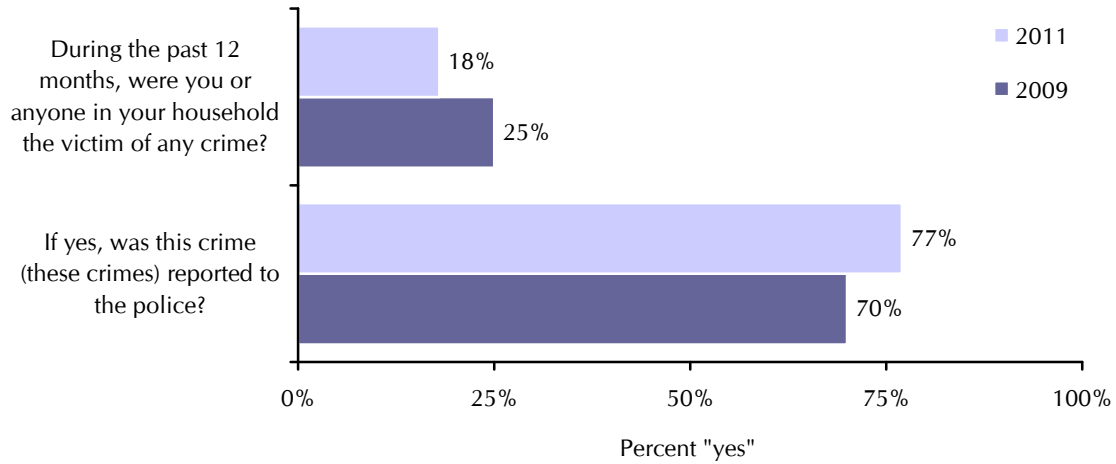


FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Much more
Reported crimes	Similar



Residents rated six County public safety services; of these, all were rated much below the benchmark comparison. Fire prevention and education and sheriff services received the highest ratings, while crime prevention and emergency preparedness received the lowest ratings. Most were rated higher when compared to the previous survey.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

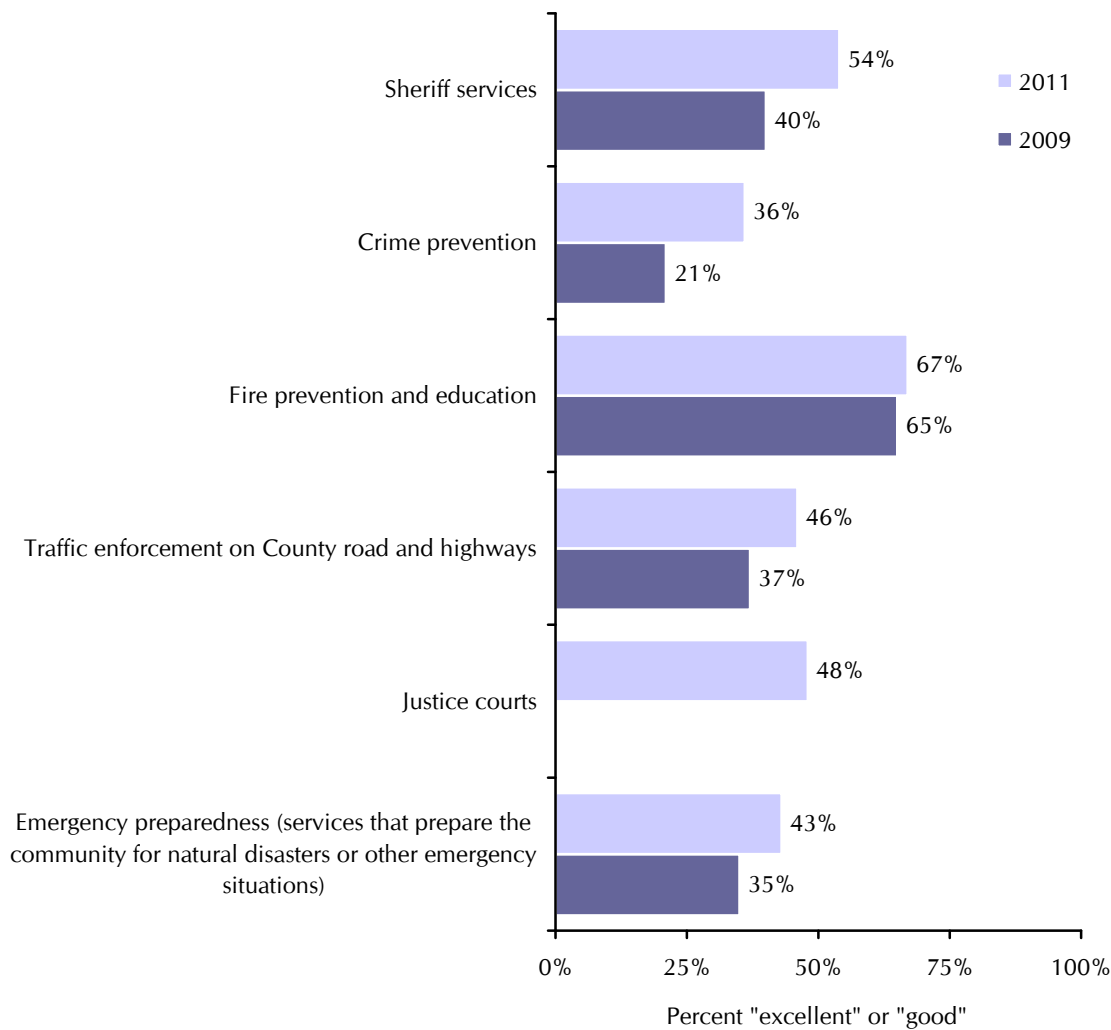


FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Sheriff services	Much below
Crime prevention	Much below
Fire prevention and education	Much below
Traffic enforcement on County roads and highways	Much below
Justice courts	Much below
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Much below

FIGURE 40: CONTACT WITH SHERIFF'S DEPARTMENT

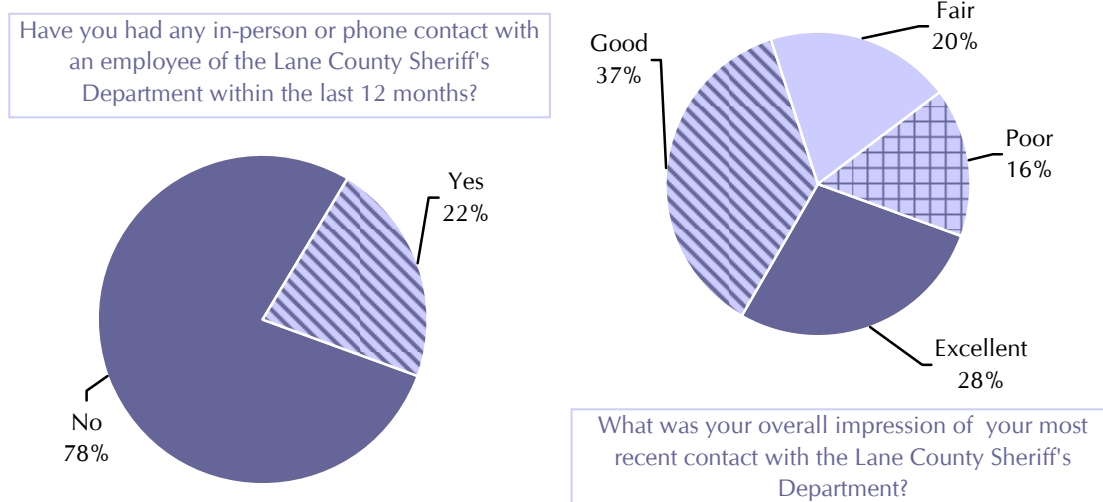


FIGURE 41: CONTACT WITH SHERIFF AND FIRE DEPARTMENTS BENCHMARKS

	Comparison to benchmark
Had contact with the Lane County Sheriff's Department	Much less
Overall impression of most recent contact with the Lane County Sheriff's Department	Much below

## ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green.” These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of Lane County were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 79% of survey respondents and was much above the benchmark. These ratings had remained stable over time.

FIGURE 42: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

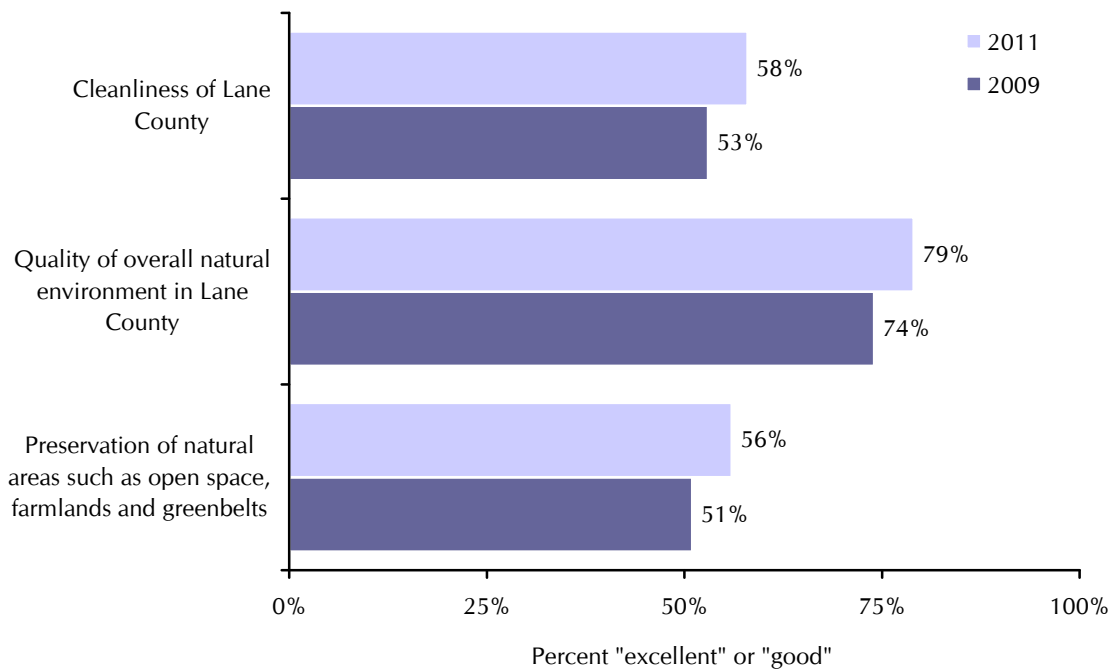


FIGURE 43: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Lane County	Much below
Quality of overall natural environment in Lane County	Much above
Preservation of natural areas such as open space, farmlands and greenbelts	Similar

Resident recycling was much greater than recycling reported in comparison communities.

FIGURE 44: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

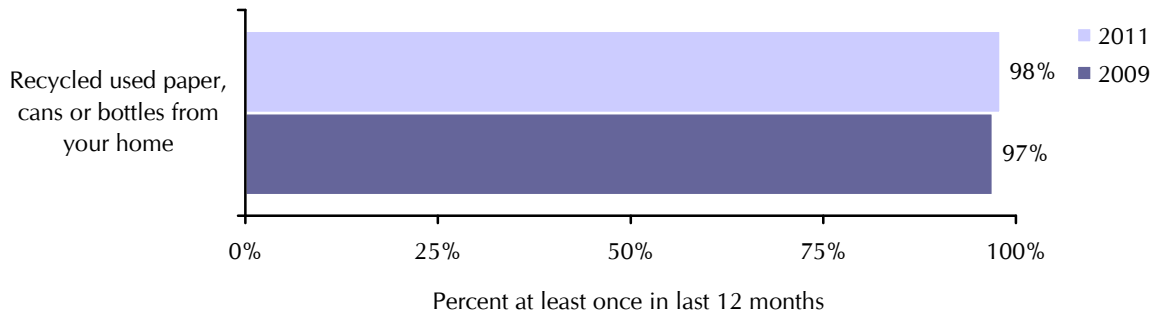


FIGURE 45: FREQUENCY OF RECYCLING BENCHMARKS

Comparison to benchmark	
Recycled used paper, cans or bottles from your home	Much more

Of the two utility services rated by those completing the questionnaire, two were higher than the benchmark comparison. These service ratings trends were flat when compared to the past survey.

FIGURE 46: RATINGS OF UTILITY SERVICES BY YEAR

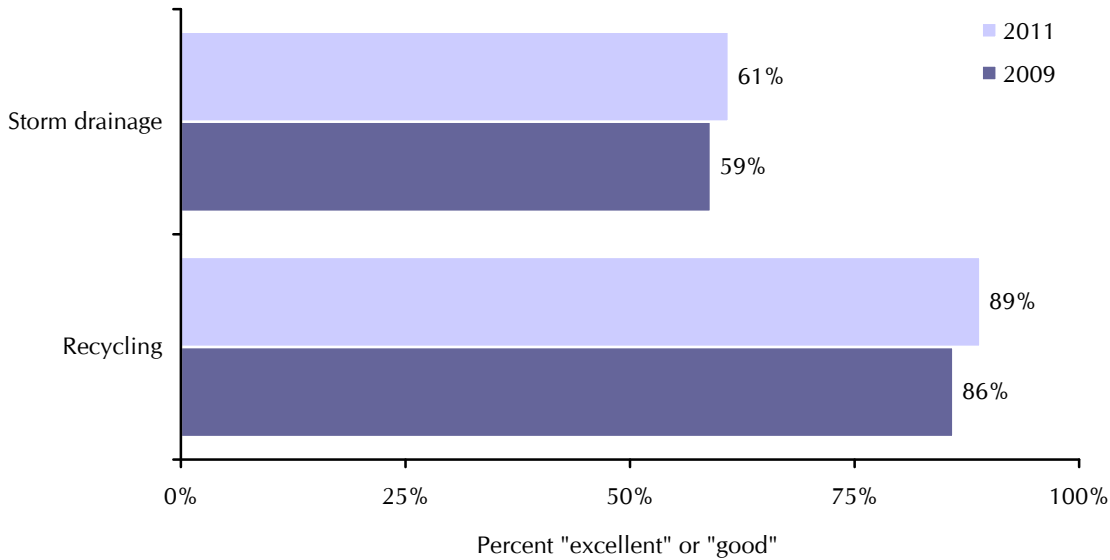


FIGURE 47: UTILITY SERVICES BENCHMARKS

Comparison to benchmark	
Storm drainage	Above
Recycling	Much above

## RECREATION AND WELLNESS

### Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in Lane County were rated positively as were services related to parks and recreation. Recreation opportunities were rated higher than the benchmark, while Lane County open space and County parks were similar to the benchmark. The rating for Lane County open space improved over time.

Resident use of County parks tells its own story about the attractiveness and accessibility of those services. The percent of residents that visited a Lane County park was greater than the percent of users in comparison jurisdictions.

FIGURE 48: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

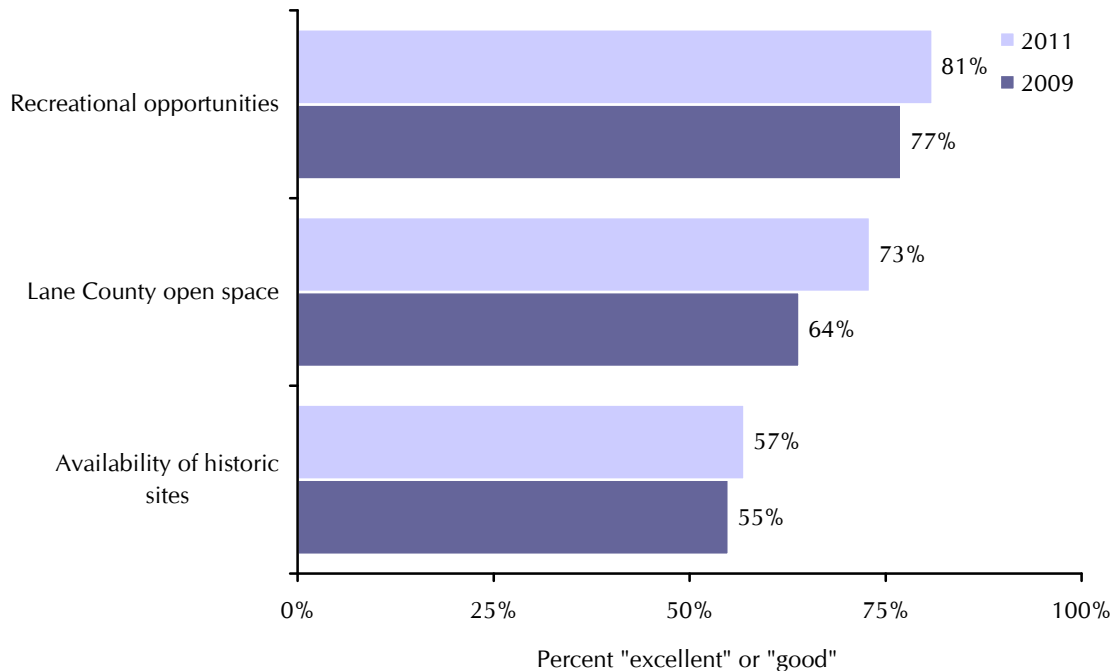


FIGURE 49: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Recreational opportunities	Much above
Lane County open space	Similar
Availability of historic sites	Similar

FIGURE 50: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

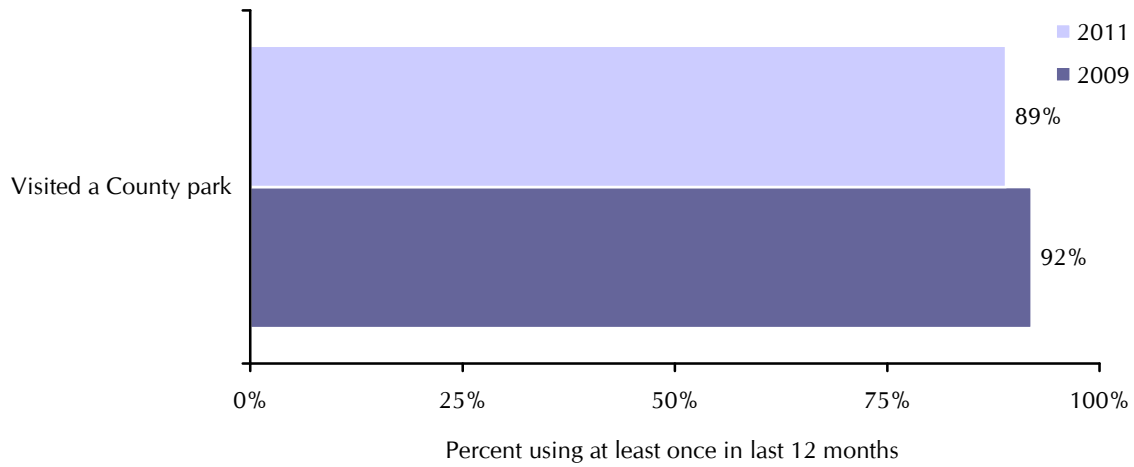


FIGURE 51: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS



FIGURE 52: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

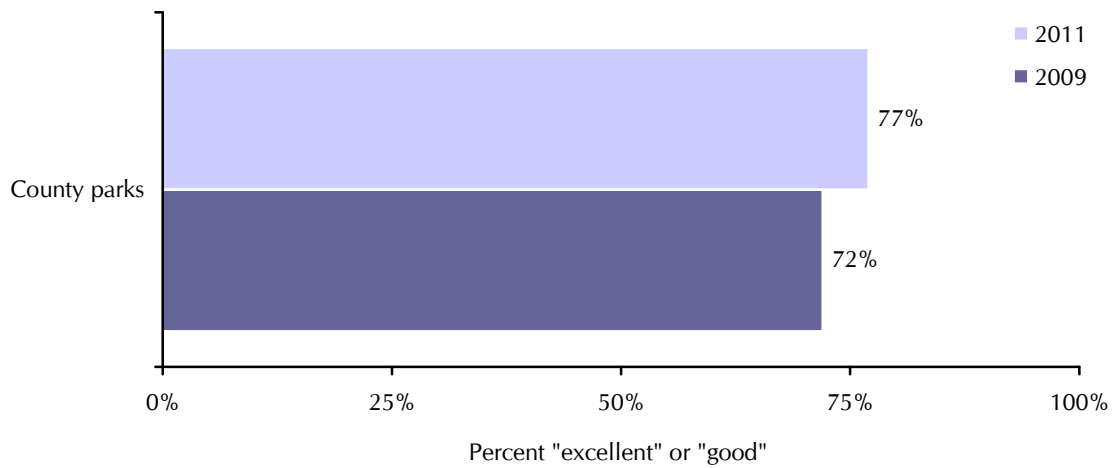


FIGURE 53: PARKS AND RECREATION SERVICES BENCHMARKS



## Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as “excellent” or “good” by 69% of respondents. Educational opportunities were rated as “excellent” or “good” by 63% of respondents. Compared to the benchmark data, educational opportunities were similar to the average of comparison jurisdictions, while cultural activity opportunities were rated much above the benchmark comparison. These ratings were similar to the previous survey.

FIGURE 54: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

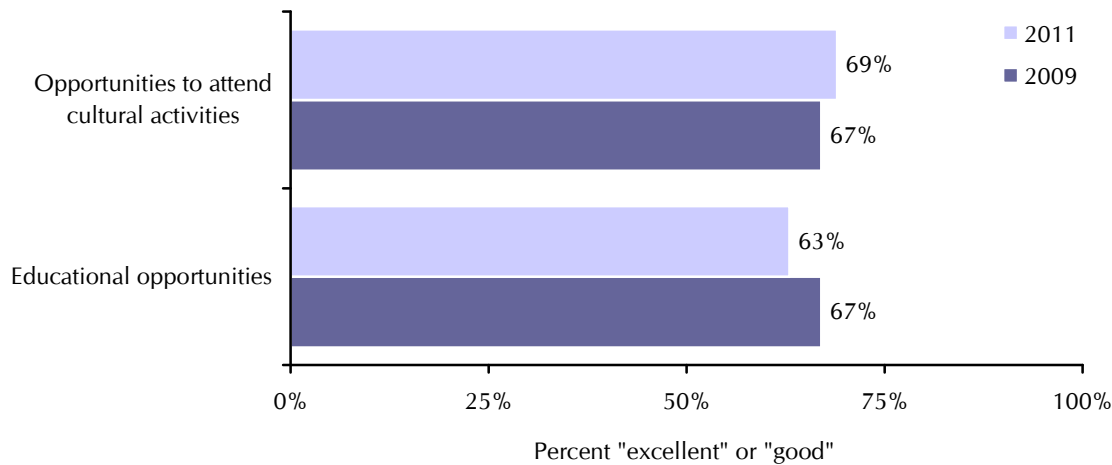


FIGURE 55: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Much above
Educational opportunities	Similar

## Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of Lane County were asked to rate the community's health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of affordable quality food was rated most positively for Lane County, while the availability for affordable quality health care and preventive health services were rated less favorably by residents.

Among Lane County residents, 39% rated affordable quality health care as "excellent" or "good." Those ratings were much below the ratings of comparison communities.

FIGURE 56: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

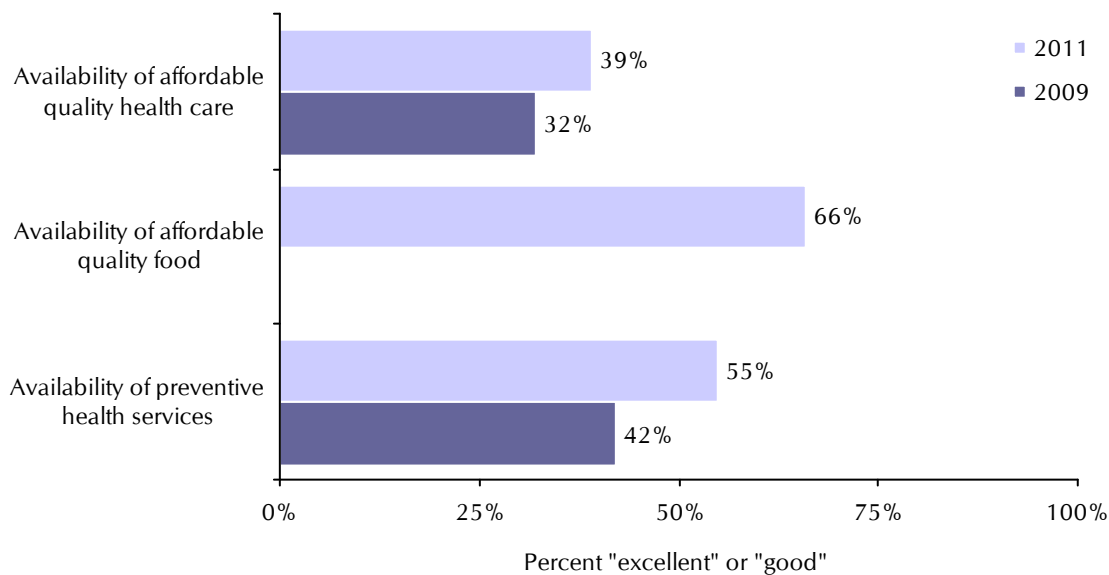


FIGURE 57: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Much below
Availability of affordable quality food	Above
Availability of preventive health services	Below



Of the three health related services offered in Lane County, one was much above the benchmark, one was similar to the benchmark and one was much below the benchmark.

FIGURE 58: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

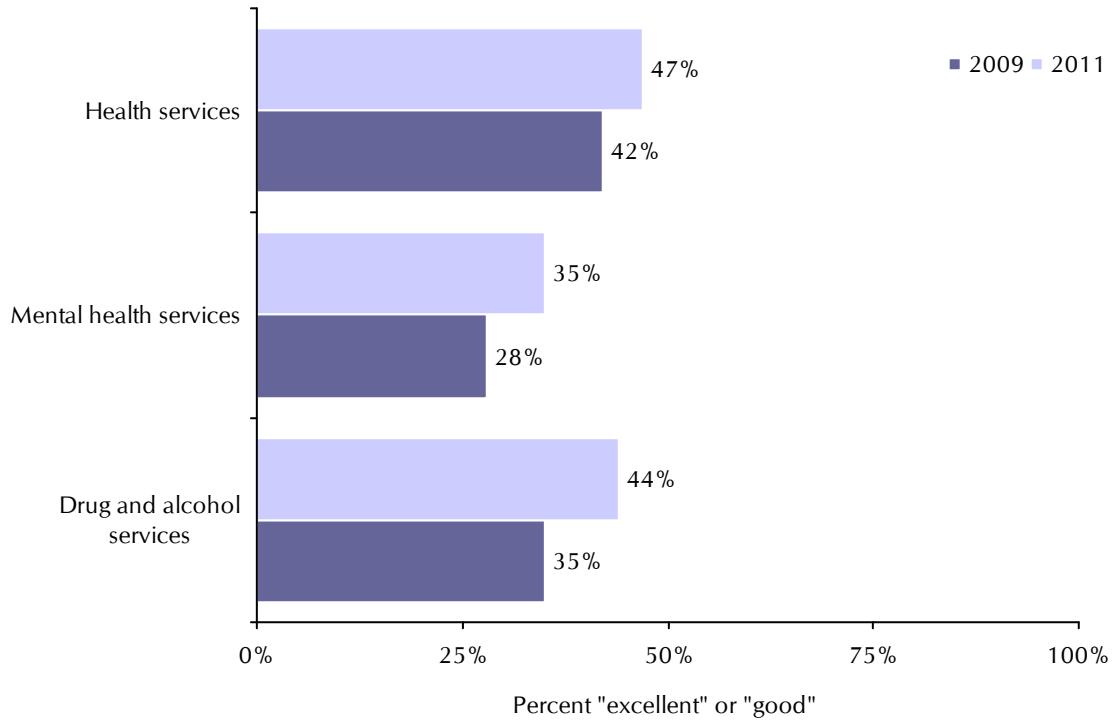


FIGURE 59: HEALTH AND WELLNESS SERVICES BENCHMARKS

	Comparison to benchmark
Health services	Much below
Mental health services	Similar
Drug and alcohol services	Much above

## COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of Lane County as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

Most residents rated Lane County as an excellent or good place to raise kids and about six in ten rated it as an “excellent” or “good” place to retire. A majority of residents felt that the local sense of community was “excellent” or “good.” More than half of respondents felt Lane County was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents and was much lower than the benchmark. Most ratings were similar the past survey.

FIGURE 60: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

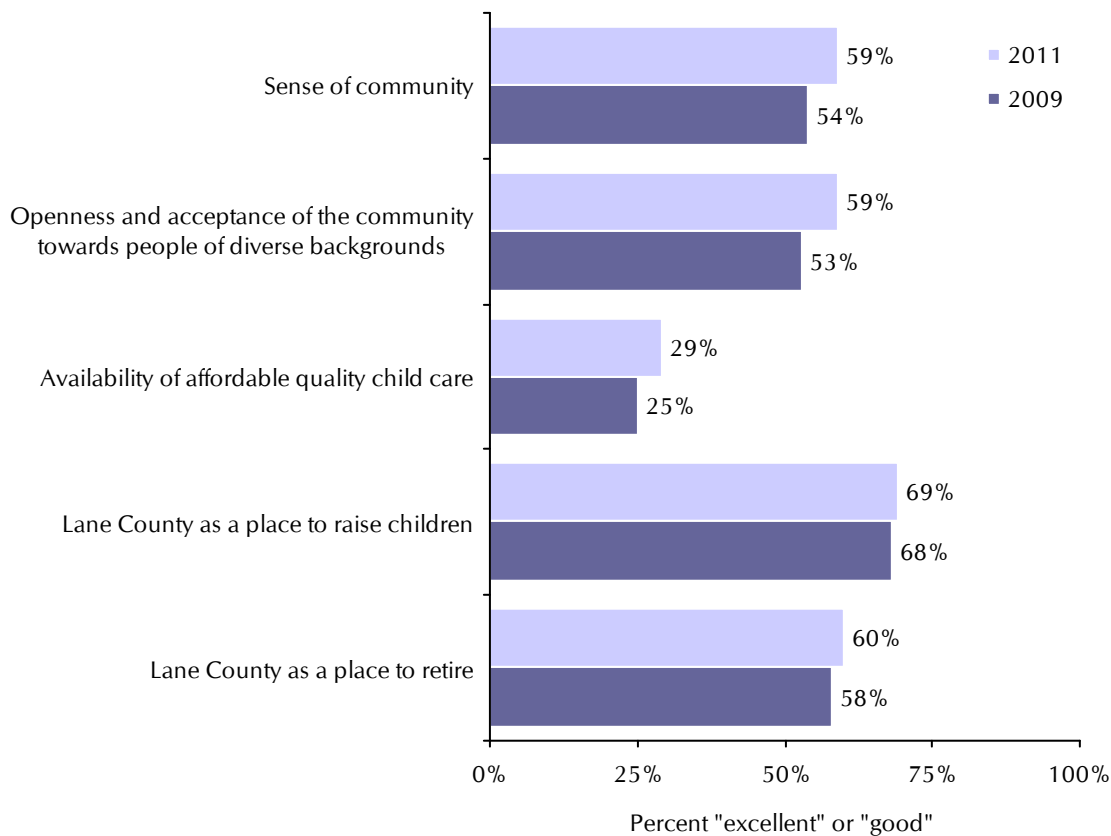


FIGURE 61: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Below
Openness and acceptance of the community towards people of diverse backgrounds	Similar
Availability of affordable quality child care	Much below
Lane County as a place to raise children	Much below
Lane County as a place to retire	Below

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 42% to 56% with ratings of “excellent” or “good.” Services to low-income residents were above the benchmark while services to youth and seniors were much below the benchmark. The ratings for services to seniors and services to low-income people had increased compared to the last survey.

FIGURE 62: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

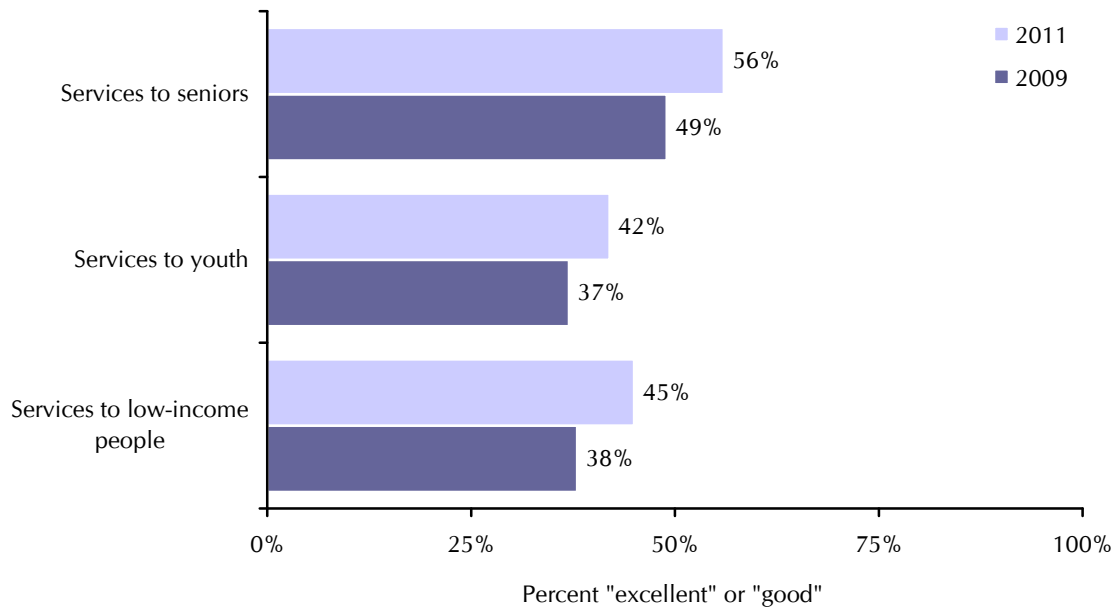


FIGURE 63: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Much below
Services to youth	Much below
Services to low-income people	Above

## CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding residents' level of connection to, knowledge of and participation in local government, the County can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

### Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of Lane County. Survey participants rated the volunteer opportunities in Lane County favorably. Opportunities to attend or participate in community matters were rated less favorably.

The rating for opportunities to participate in community matters was similar to the benchmark while the rating for opportunities to volunteer was above the benchmark.

FIGURE 64: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

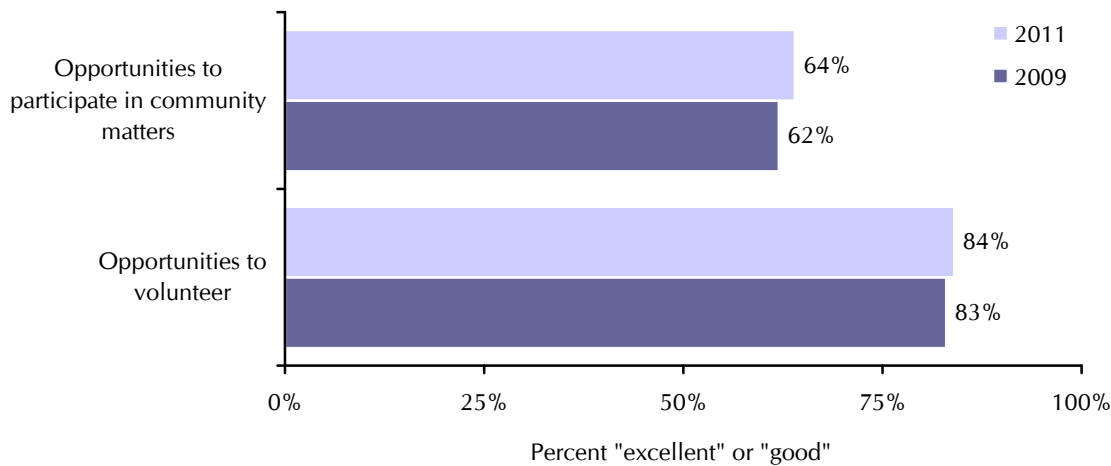


FIGURE 65: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Similar
Opportunities to volunteer	Much above

Most of the participants in this survey had not attended a public meeting or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. All showed greater rates of involvement compared to other communities. Attendance of a meeting of local elected officials or other local meeting had increased compared to 2009.

FIGURE 66: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR<sup>1</sup>

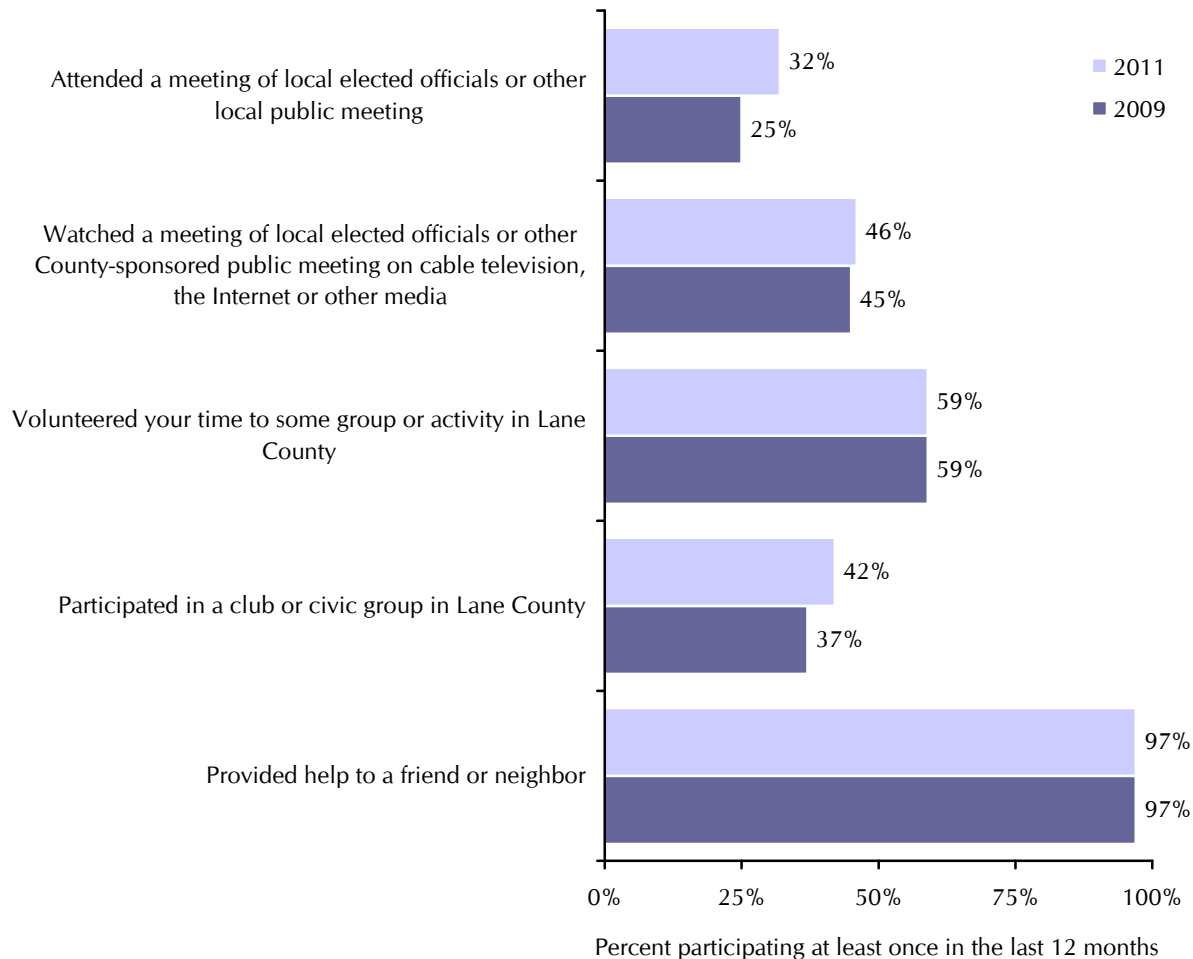


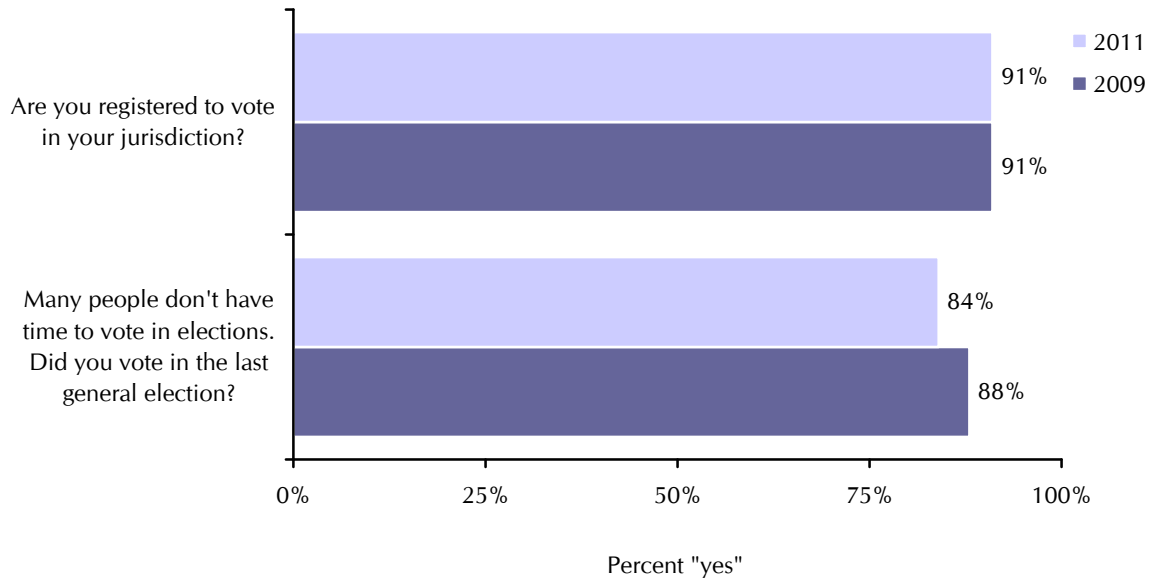
FIGURE 67: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	More
Watched a meeting of local elected officials or other County-sponsored public meeting on cable television, the Internet	More
Volunteered your time to some group or activity in Lane County	Much more
Participated in a club or civic group in Lane County	Much more
Provided help to a friend or neighbor	More

<sup>1</sup> Over the past few years, local governments have adopted communication strategies that embrace the Internet and new media. In 2010, the question, "Watched a meeting of local elected officials or other local public meeting on cable television" was revised to include "the Internet or other media" to better reflect this trend.

Lane County residents showed the largest amount of civic engagement in the area of electoral participation. Ninety-one percent reported they were registered to vote and 84% indicated they had voted in the last general election. This rate of self-reported voting was much higher than comparison communities.

FIGURE 68: REPORTED VOTING BEHAVIOR BY YEAR



Note: In addition to the removal of "don't know" responses, those who said "ineligible to vote" also have been omitted from this calculation. The full frequencies appear in Appendix A.

FIGURE 69: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	Much more
Voted in last general election	Much more

## Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the Lane County Web site in the previous 12 months, 48% reported they had done so at least once. Public information services were rated unfavorably compared to benchmark data, but had improved over time.

FIGURE 70: USE OF INFORMATION SOURCES BY YEAR

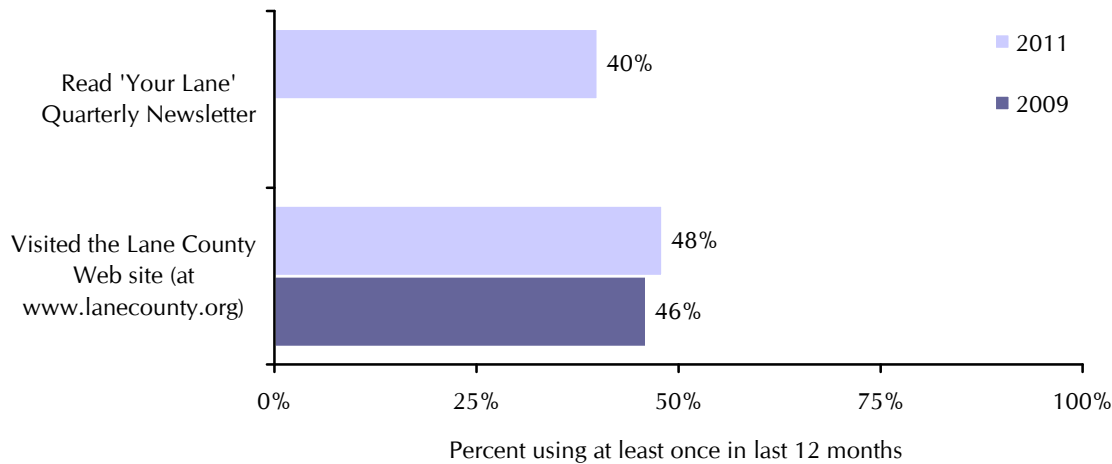


FIGURE 71: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Read 'Your Lane' Quarterly Newsletter	Much less
Visited the Lane County Web site	Much less

FIGURE 72: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

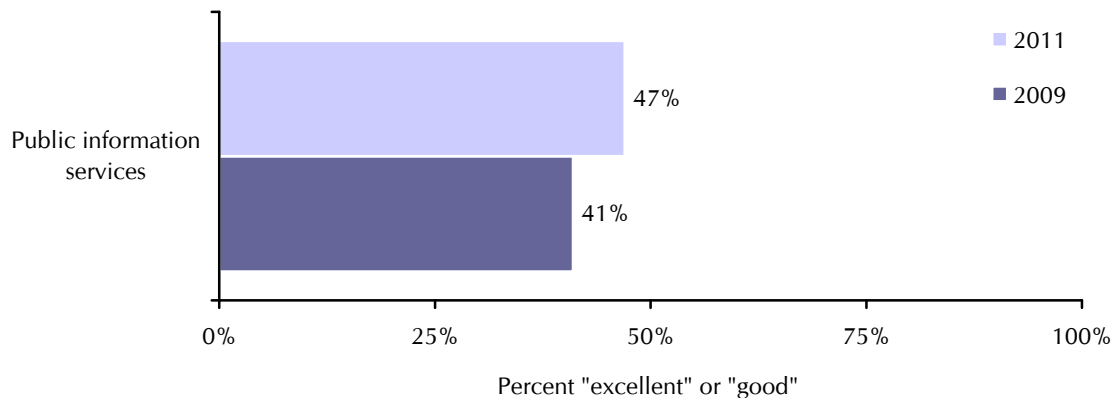


FIGURE 73: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Public information services	Much below



## Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 70% of respondents. This rating was much above the benchmark, and was similar to the previous survey year.

FIGURE 74: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

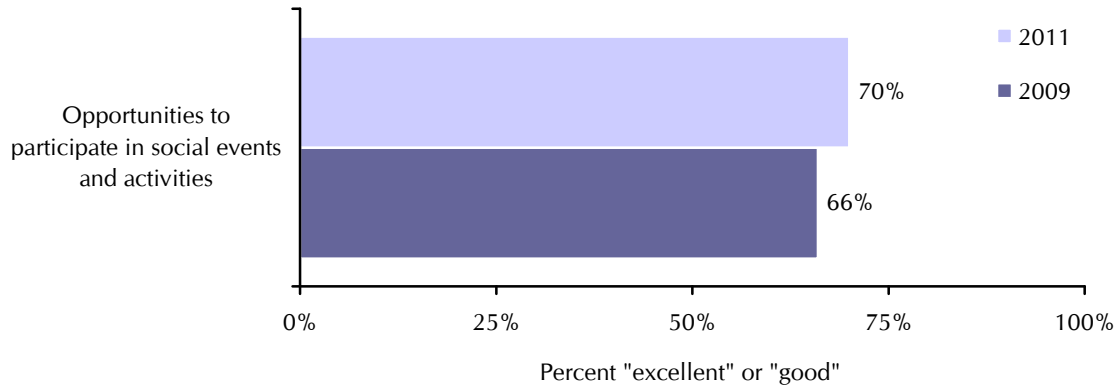


FIGURE 75: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Much above

Residents in Lane County reported a fair amount of neighborliness. About 45% indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was much less than the amount of contact reported in other communities.

FIGURE 76: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

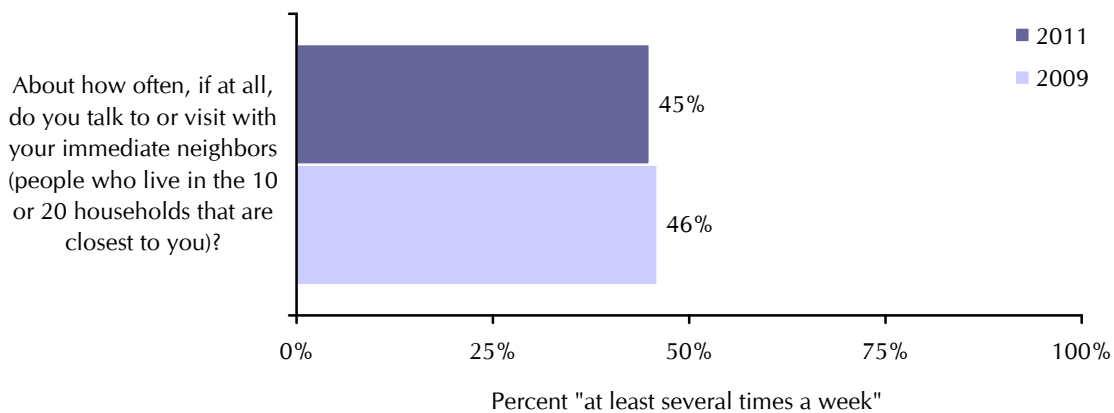


FIGURE 77: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least several times a week	Much less

## PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction Lane County is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by Lane County could be compared their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about Lane County may be colored by their dislike of what all levels of government provide.

Less than half of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job Lane County does at welcoming citizen involvement, 40% rated it as "excellent" or "good." Of these four ratings, all were below the benchmark. The ratings for the value of services for taxes paid and for the overall direction Lane County is taking had improved over time.

FIGURE 78: PUBLIC TRUST RATINGS BY YEAR

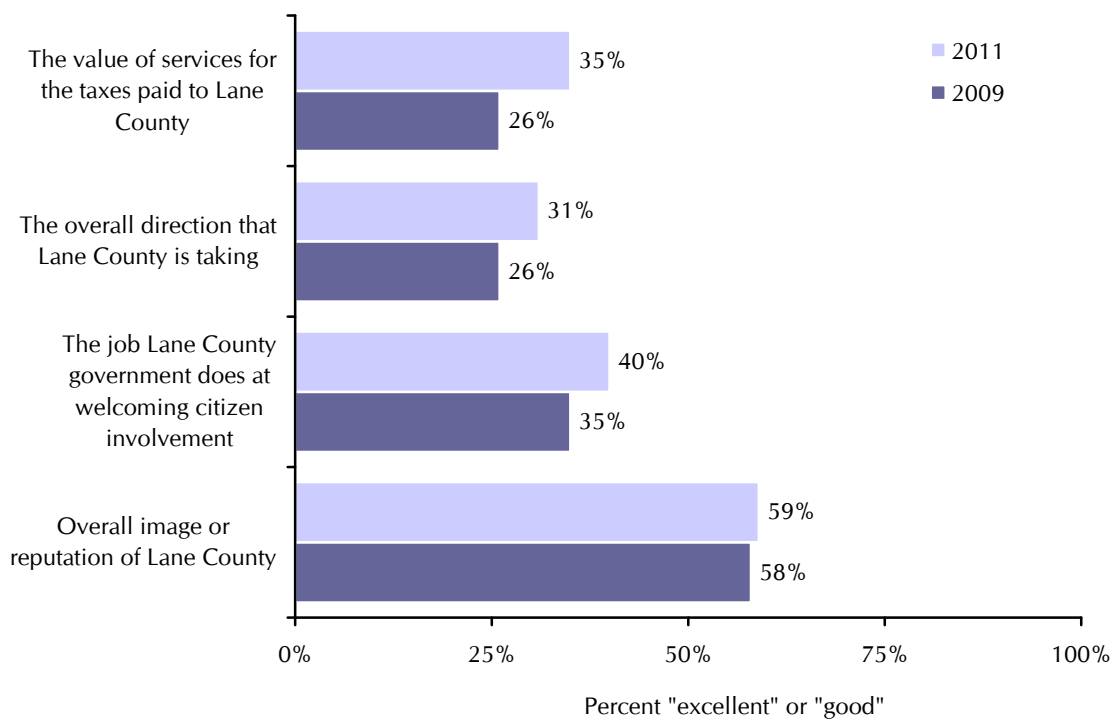


FIGURE 79: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
The value of services for the taxes paid to Lane County	Much below
The overall direction that Lane County is taking	Much below
The job Lane County government does at welcoming citizen involvement	Below
Overall image or reputation of Lane County	Much below

On average, residents of Lane County gave the highest evaluations to their own local government and the lowest average rating to the federal government. The overall quality of services delivered by Lane County was rated as “excellent” or “good” by 50% of survey participants. Lane County’s rating was much below the benchmark when compared to other communities. Ratings of overall County services had increased over the last two years.

FIGURE 80: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

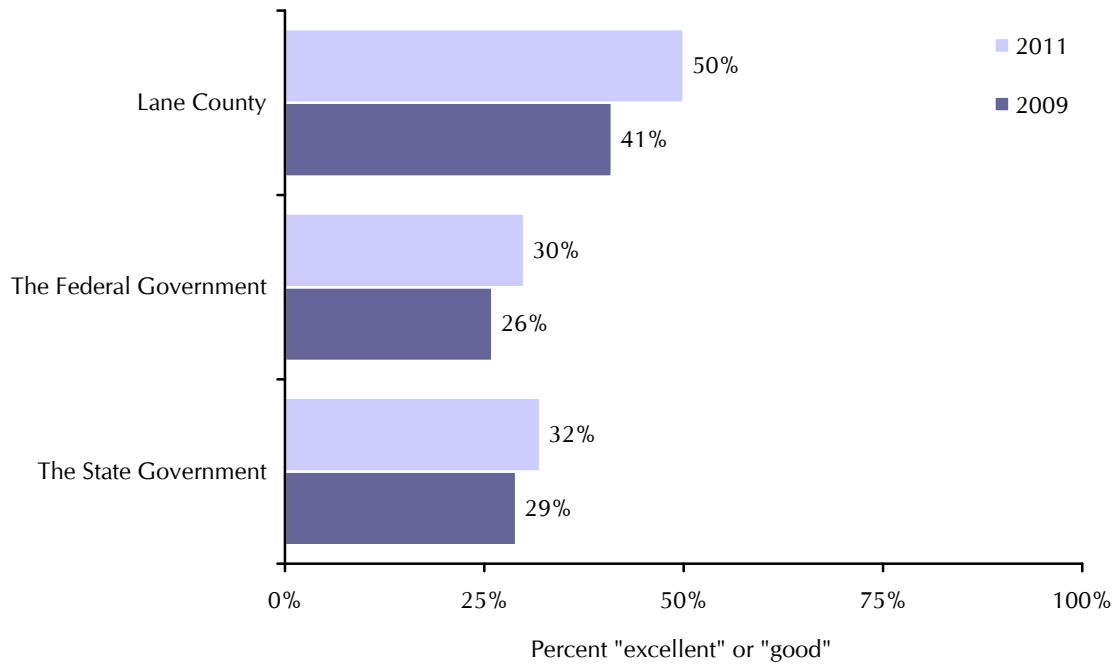


FIGURE 81: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by Lane County	Much below
Services provided by the Federal Government	Much below
Services provided by the State Government	Below

## Lane County Employees

The employees of Lane County who interact with the public create the first impression that most residents have of Lane County. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of Lane County. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with Lane County staff.

Those completing the survey were asked if they had been in contact with a County employee either in person or over the phone in the last 12 months; the 51% who reported that they had been in contact (a percent that is much lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. County employees were rated favorably; 70% of respondents rated their overall impression as "excellent" or "good." Employee ratings were lower than the benchmark and were similar to the past survey.

FIGURE 82: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH COUNTY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

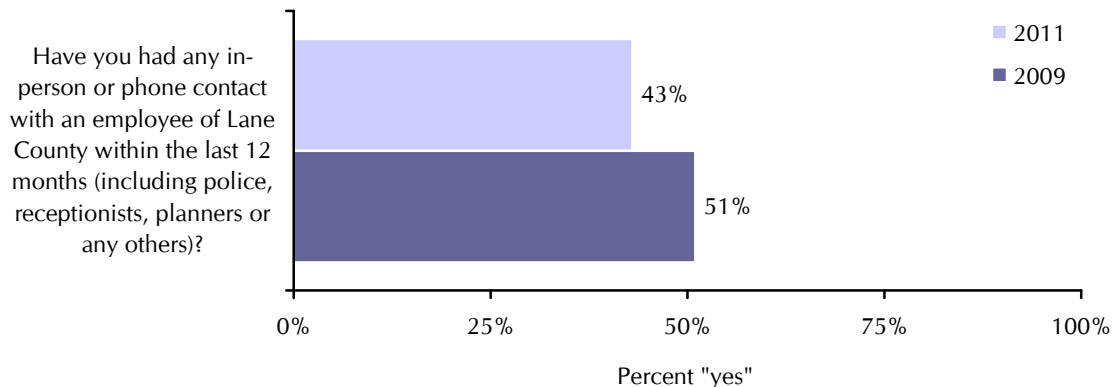


FIGURE 83: CONTACT WITH COUNTY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with county employee(s) in last 12 months	Much less

FIGURE 84: RATINGS OF COUNTY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

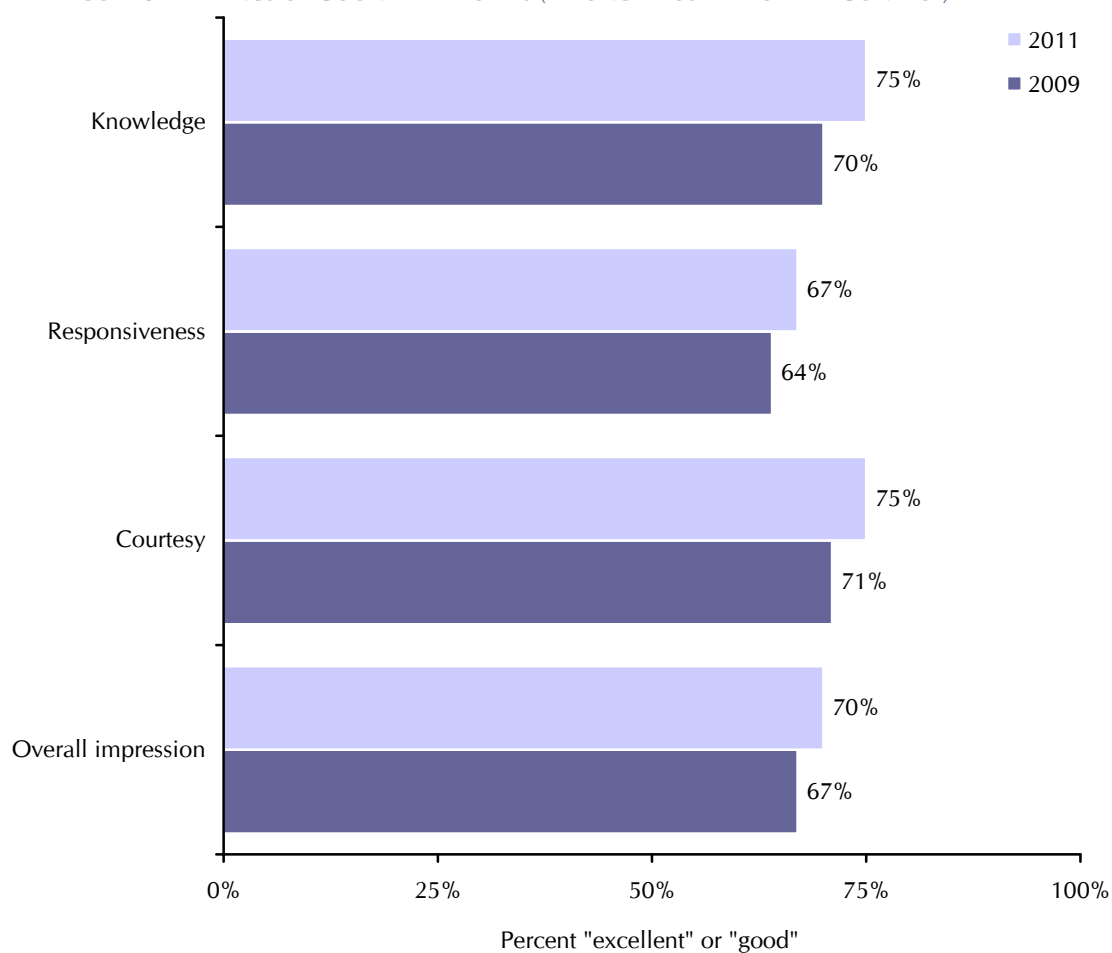


FIGURE 85: RATINGS OF COUNTY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Much below
Responsiveness	Much below
Courtesy	Below
Overall impression	Below

## FROM DATA TO ACTION

### RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for Lane County by examining the relationships between ratings of each service and ratings of Lane County's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall County service quality have been identified. By targeting improvements in key services, Lane County can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Lane County Key Driver Analysis were:

- Public information services
- Economic development
- County parks
- Sheriff services
- Land use, planning and zoning
- Service to low-income people
- Road repair

## LANE COUNTY ACTION CHART

The 2011 Lane County Action Chart™ on the following page combines three dimensions of performance:

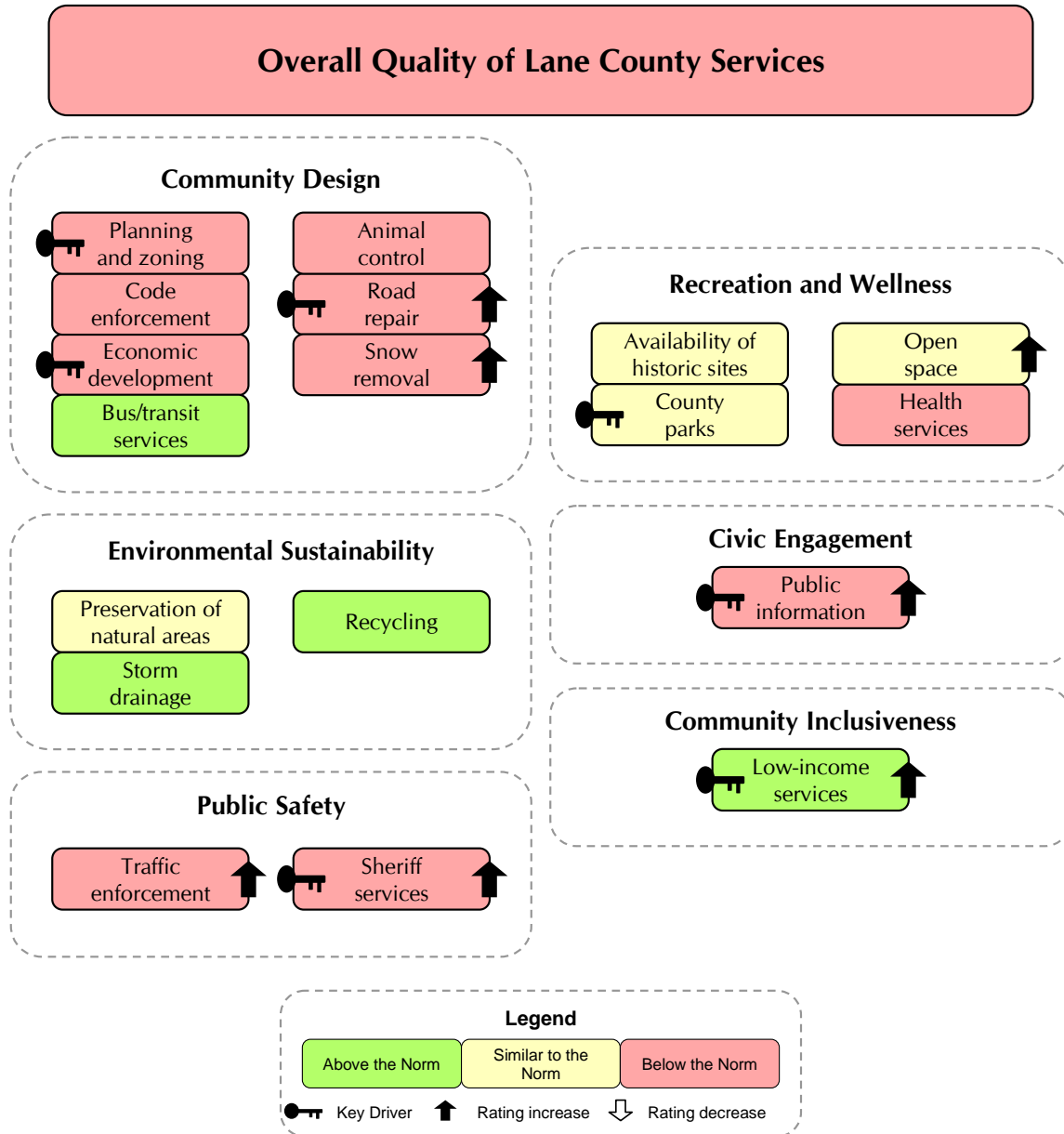
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the County.
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

Eighteen services were included in the KDA for Lane County. Of these, four were above the benchmark, 10 were below the benchmark and four were similar to the benchmark. Ratings for seven services were trending up and none were trending down, while 11 remained similar to the previous survey.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In Lane County, public information services, economic development, sheriff services, land use, planning and zoning and road repair were below the benchmark and County parks was similar to the benchmark. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 86: LANE COUNTY ACTION CHART™





## Using Your Action Chart™

The key drivers derived for Lane County provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit Lane County, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Lane County, planning and zoning and sheriff services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Lane County residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, common core services and the national key drivers and we have indicated (in bold typeface and with the symbol "•"), the Lane County key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement.

FIGURE 87: KEY DRIVERS COMPARED

Service	Lane County Key Driver	National Key Driver	Common Core Service
• <b>Sheriff services</b>	✓	✓	✓
Traffic enforcement			
• <b>Road repair</b>	✓		✓
Snow removal			
Bus or transit services			
Recycling			
Storm drainage			✓
County parks	✓		
Lane County open space			
• <b>Land use planning and zoning</b>	✓	✓	
Code enforcement			✓
Animal control			
• <b>Economic development</b>	✓	✓	
Health services			
Services to low income residents	✓		
• <b>Public information services</b>	✓	✓	
Preservation of natural areas			
Availability of historic sites			

• Key driver overlaps with national and or core services

## APPENDIX A: COMPLETE SURVEY FREQUENCIES

### FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Lane County:	Excellent	Good	Fair	Poor	Total
Lane County as a place to live	22%	59%	16%	3%	100%
Your neighborhood as a place to live	25%	48%	23%	4%	100%
Lane County as a place to raise children	17%	52%	24%	7%	100%
Lane County as a place to work	9%	27%	38%	26%	100%
Lane County as a place to retire	17%	43%	30%	11%	100%
The overall quality of life in Lane County	14%	57%	26%	3%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Lane County as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	10%	49%	33%	8%	100%
Openness and acceptance of the community towards people of diverse backgrounds	14%	45%	34%	7%	100%
Overall appearance of Lane County	10%	51%	33%	6%	100%
Cleanliness of Lane County	11%	48%	35%	6%	100%
Overall quality of new development in Lane County	4%	30%	45%	21%	100%
Overall quality of business and service establishments in Lane County	5%	46%	40%	10%	100%
Shopping opportunities	9%	47%	35%	9%	100%
Opportunities to attend cultural activities	19%	50%	27%	4%	100%
Recreational opportunities	39%	42%	16%	3%	100%
Employment opportunities	2%	7%	38%	53%	100%
Educational opportunities	20%	43%	28%	9%	100%
Opportunities to participate in social events and activities	18%	52%	25%	4%	100%
Opportunities to volunteer	33%	51%	15%	1%	100%
Opportunities to participate in community matters	18%	46%	29%	6%	100%
Ease of car travel in Lane County	14%	49%	29%	8%	100%
Ease of bus travel in Lane County	16%	42%	28%	14%	100%
Ease of bicycle travel in Lane County	28%	49%	18%	5%	100%
Traffic flow on major streets	9%	54%	30%	7%	100%
Availability of affordable quality housing	4%	25%	45%	26%	100%
Availability of affordable quality child care	4%	25%	48%	23%	100%
Availability of affordable quality health care	6%	33%	36%	25%	100%
Availability of affordable quality food	18%	48%	26%	8%	100%
Availability of preventive health services	9%	46%	30%	15%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Lane County as a whole:	Excellent	Good	Fair	Poor	Total
Quality of overall natural environment in Lane County	27%	52%	18%	3%	100%
Overall image or reputation of Lane County	7%	51%	32%	9%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Lane County over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	4%	7%	48%	31%	10%	100%
Retail growth (stores, restaurants, etc.)	11%	33%	43%	10%	3%	100%
Jobs growth	60%	35%	4%	1%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Lane County?	Percent of respondents
Not a problem	6%
Minor problem	33%
Moderate problem	46%
Major problem	14%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Lane County:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	18%	42%	17%	19%	4%	100%
Property crimes (e.g., burglary, theft)	7%	29%	19%	29%	15%	100%
Environmental hazards, including toxic waste	29%	36%	22%	10%	3%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	62%	29%	5%	3%	1%	100%
In your neighborhood after dark	28%	39%	12%	17%	4%	100%
In Lane County's downtown area(s) during the day	27%	37%	18%	14%	5%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In Lane County's downtown area(s) after dark	6%	18%	14%	37%	25%	100%

Question 7: Contact with Sheriff's Department		
Have you had any in-person or phone contact with an employee of the Lane County Sheriff Department within the last 12 months?	No	Yes
Have you had any in-person or phone contact with an employee of the Lane County Sheriff Department within the last 12 months?	78%	22%

Question 8: Ratings of Contact with Sheriff's Department				
What was your overall impression of your most recent contact with the Lane County Sheriff Department?	Excellent	Good	Fair	Poor
What was your overall impression of your most recent contact with the Lane County Sheriff Department?	28%	37%	20%	16%

Question 9: Crime Victim	
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	82%
Yes	18%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	23%
Yes	77%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Lane County?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Visited a County park	11%	27%	40%	13%	9%	100%
Ridden a local bus within Lane County	53%	17%	12%	6%	11%	100%
Attended a meeting of local elected officials or other local public meeting	68%	22%	7%	1%	1%	100%
Watched a meeting of local elected officials or other County-sponsored public meeting on cable television, the Internet or other media	54%	30%	15%	1%	1%	100%
Read 'Your Lane' Quarterly Newsletter	60%	26%	12%	1%	1%	100%
Visited the Lane County Web site (at www.lanecounty.org)	52%	25%	15%	5%	3%	100%
Recycled used paper, cans or bottles from your home	2%	3%	9%	13%	73%	100%
Volunteered your time to some group or activity in Lane County	41%	23%	18%	5%	13%	100%
Participated in a club or civic group in Lane County	58%	18%	10%	5%	9%	100%
Provided help to a friend or neighbor	3%	18%	44%	17%	18%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	18%
Several times a week	27%
Several times a month	26%
Once a month	29%
Several times a year	0%
Once a year or less	0%
Never	0%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Lane County:	Excellent	Good	Fair	Poor	Total
Sheriff services	10%	44%	34%	12%	100%
Crime prevention	4%	31%	43%	22%	100%
Fire prevention and education	14%	53%	27%	6%	100%
Justice courts	6%	42%	38%	14%	100%
Traffic enforcement on County road and highways	7%	39%	38%	17%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Lane County:	Excellent	Good	Fair	Poor	Total
Road repair	2%	19%	37%	42%	100%
Snow removal on County road and highways	8%	43%	36%	13%	100%
Bus or transit services	17%	45%	27%	11%	100%
Recycling	43%	47%	10%	1%	100%
Storm drainage	11%	50%	31%	7%	100%
County parks	24%	53%	21%	2%	100%
Lane County open space	21%	52%	23%	4%	100%
Availability of historic sites	10%	48%	33%	9%	100%
Land use, planning and zoning	4%	22%	42%	32%	100%
Code enforcement (weeds, abandoned buildings, etc.)	3%	23%	44%	30%	100%
Animal control	5%	37%	37%	21%	100%
Economic development	3%	13%	40%	44%	100%
Health services	7%	40%	40%	13%	100%
Services to seniors	10%	46%	34%	9%	100%
Services to youth	6%	36%	39%	19%	100%
Services to low-income people	11%	34%	38%	17%	100%
Public information services	8%	40%	44%	9%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	7%	36%	40%	17%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	12%	44%	37%	8%	100%
Mental health services	6%	29%	38%	27%	100%
Drug and alcohol services	7%	37%	35%	21%	100%
Leaf pick-up	14%	48%	29%	10%	100%
County campgrounds and marinas	10%	54%	31%	5%	100%
Juvenile Justice services for youth	4%	38%	42%	16%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
Lane County	5%	45%	40%	10%	100%
The Federal Government	3%	27%	47%	23%	100%
The State Government	3%	29%	49%	19%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Lane County to someone who asks	30%	49%	13%	8%	100%
Remain in Lane County for the next five years	57%	24%	10%	10%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	3%
Somewhat positive	9%
Neutral	36%
Somewhat negative	38%
Very negative	14%
Total	100%

Question 17: Contact with County Employees	
Have you had any in-person or phone contact with an employee of Lane County within the last 12 months (including sheriff, receptionists, planners or any others)?	Percent of respondents
No	57%
Yes	43%
Total	100%

Question 18: County Employees					
What was your impression of the employee(s) of Lane County in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	27%	48%	17%	8%	100%
Responsiveness	31%	36%	20%	13%	100%
Courtesy	36%	39%	16%	9%	100%
Overall impression	29%	41%	16%	14%	100%

Question 19: Government Performance					
Please rate the following categories of Lane County government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Lane County	5%	30%	40%	26%	100%
The overall direction that Lane County is taking	3%	28%	41%	28%	100%
The job Lane County government does at welcoming citizen involvement	8%	32%	43%	17%	100%



Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	44%
Yes, full-time	40%
Yes, part-time	17%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	61%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	10%
Bus, rail, subway or other public transportation	6%
Walk	6%
Bicycle	8%
Work at home	8%
Other	1%

Question D3: Length of Residency	
How many years have you lived in Lane County?	Percent of respondents
Less than 2 years	9%
2 to 5 years	13%
6 to 10 years	12%
11 to 20 years	17%
More than 20 years	49%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	62%
House attached to one or more houses (e.g., a duplex or townhome)	6%
Building with two or more apartments or condominiums	21%
Mobile home	10%
Other	1%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	39%
Owned by you or someone in this house with a mortgage or free and clear	61%
Total	100%

Question D6: Monthly Housing Cost	
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	7%
\$300 to \$599 per month	21%
\$600 to \$999 per month	34%
\$1,000 to \$1,499 per month	21%
\$1,500 to \$2,499 per month	13%
\$2,500 or more per month	4%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	75%
Yes	25%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	75%
Yes	25%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	30%
\$25,000 to \$49,999	36%
\$50,000 to \$99,999	25%
\$100,000 to \$149,000	6%
\$150,000 or more	3%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	97%
Yes, I consider myself to be Spanish, Hispanic or Latino	3%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	5%
Asian, Asian Indian or Pacific Islander	4%
Black or African American	1%
White	92%
Other	6%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	9%
25 to 34 years	22%
35 to 44 years	11%
45 to 54 years	22%
55 to 64 years	15%
65 to 74 years	12%
75 years or older	9%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	52%
Male	48%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	9%
Yes	90%
Ineligible to vote	1%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	16%
Yes	82%
Ineligible to vote	2%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	13%
Yes	87%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	38%
Yes	62%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	21%
Land line	64%
Both	15%
Total	100%

## FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Lane County:	Excellent		Good		Fair		Poor		Don't know		Total	
Lane County as a place to live	22%	195	59%	526	16%	140	3%	25	0%	4	100%	890
Your neighborhood as a place to live	25%	223	47%	421	23%	204	4%	38	0%	2	100%	889
Lane County as a place to raise children	15%	135	47%	412	22%	190	6%	56	10%	90	100%	882
Lane County as a place to work	8%	72	26%	224	36%	314	24%	211	6%	48	100%	870
Lane County as a place to retire	14%	123	37%	321	25%	219	9%	78	15%	133	100%	874
The overall quality of life in Lane County	14%	121	56%	500	26%	230	3%	27	1%	8	100%	887

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Lane County as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community	10%	85	47%	413	32%	282	8%	67	3%	28	100%	876
Openness and acceptance of the community towards people of diverse backgrounds	14%	120	43%	377	33%	285	7%	63	3%	29	100%	873
Overall appearance of Lane County	10%	92	51%	450	32%	288	6%	51	1%	6	100%	887
Cleanliness of Lane County	11%	95	47%	417	35%	307	6%	57	1%	8	100%	884
Overall quality of new development in Lane County	4%	34	27%	241	40%	357	19%	170	9%	82	100%	882
Overall quality of business and service establishments in Lane County	5%	42	45%	397	39%	344	9%	83	2%	18	100%	884
Shopping opportunities	9%	83	47%	415	35%	307	8%	75	1%	10	100%	890
Opportunities to attend cultural activities	18%	160	48%	422	26%	228	4%	35	4%	37	100%	881
Recreational opportunities	38%	334	42%	368	15%	135	3%	30	2%	18	100%	885
Employment opportunities	2%	13	7%	61	36%	314	49%	432	7%	61	100%	882
Educational opportunities	19%	168	42%	369	28%	243	9%	76	3%	26	100%	881
Opportunities to participate in social events and activities	17%	154	49%	437	24%	212	4%	36	6%	49	100%	888

Question 2: Community Characteristics													
Please rate each of the following characteristics as they relate to Lane County as a whole:	Excellent		Good		Fair		Poor		Don't know		Total		
Opportunities to volunteer	30%	270	47%	419	14%	122	1%	9	8%	69	100%	889	
Opportunities to participate in community matters	17%	147	42%	372	27%	239	6%	51	8%	71	100%	881	
Ease of car travel in Lane County	14%	121	48%	424	28%	250	8%	72	2%	15	100%	881	
Ease of bus travel in Lane County	13%	111	34%	299	23%	198	11%	97	19%	170	100%	874	
Ease of bicycle travel in Lane County	24%	212	42%	371	16%	139	4%	34	14%	123	100%	881	
Traffic flow on major streets	9%	78	50%	443	28%	250	6%	56	7%	58	100%	884	
Availability of affordable quality housing	4%	31	23%	201	42%	366	23%	206	8%	75	100%	879	
Availability of affordable quality child care	2%	18	14%	118	26%	222	12%	108	46%	399	100%	865	
Availability of affordable quality health care	6%	49	30%	262	32%	284	23%	200	9%	79	100%	875	
Availability of affordable quality food	17%	155	48%	420	26%	228	8%	70	1%	12	100%	885	
Availability of preventive health services	8%	70	39%	344	26%	229	13%	111	14%	126	100%	881	
Quality of overall natural environment in Lane County	26%	232	51%	452	18%	156	3%	22	2%	18	100%	880	
Overall image or reputation of Lane County	7%	63	48%	430	30%	269	9%	76	6%	49	100%	887	

Question 3: Growth													
Please rate the speed of growth in the following categories in Lane County over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total
Population growth	3%	26	6%	52	38%	334	24%	215	8%	69	21%	185	100% 880
Retail growth (stores, restaurants, etc.)	10%	85	28%	250	37%	328	9%	80	3%	24	13%	112	100% 879
Jobs growth	54%	472	31%	276	3%	28	1%	6	0%	3	11%	96	100% 881

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Lane County?	Percent of respondents	Count
Not a problem	6%	53
Minor problem	31%	269
Moderate problem	43%	378
Major problem	13%	117
Don't know	7%	64
Total	100%	881

Question 5: Community Safety													
Please rate how safe or unsafe you feel from the following in Lane County:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total
Violent crime (e.g., rape, assault, robbery)	18%	158	41%	368	17%	153	19%	165	4%	34	2%	14	100% 892
Property crimes (e.g., burglary, theft)	7%	62	28%	253	19%	171	29%	257	15%	135	1%	13	100% 891
Environmental hazards, including toxic waste	27%	242	33%	296	20%	178	10%	86	2%	22	7%	62	100% 886

Question 6: Personal Safety													
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total
In your neighborhood during the day	62%	552	29%	259	5%	41	3%	29	1%	13	0%	2	100% 896
In your neighborhood after dark	28%	246	39%	348	12%	108	17%	150	4%	38	0%	3	100% 894
In Lane County's downtown area(s) during the day	26%	227	35%	313	17%	154	13%	119	4%	39	4%	38	100% 890
In Lane County's downtown area(s) after dark	5%	49	17%	150	13%	117	34%	305	23%	208	7%	59	100% 889

## Question 7: Contact with Sheriff Department

Have you had any in-person or phone contact with an employee of the Lane County Sheriff Department within the last 12 months?	No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the Lane County Sheriff Department within the last 12 months?	78%	689	22%	197	0%	0	100%	886

## Question 8: Ratings of Contact with Sheriff Department

What was your overall impression of your most recent contact with the Lane County Sheriff Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the Lane County Sheriff Department?	28%	55	37%	72	20%	39	16%	31	0%	0	100%	197

## Question 8: Crime Victim

During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents		Count
No	81%		720
Yes	18%		161
Don't know	1%		4
Total	100%		886

## Question 10: Crime Reporting

If yes, was this crime (these crimes) reported to the police?	Percent of respondents		Count
No	23%		37
Yes	77%		122
Don't know	0%		0
Total	100%		159



Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Lane County?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Visited a County park	11%	99	27%	238	40%	347	13%	112	9%	76	100%	872
Ridden a local bus within Lane County	53%	467	17%	154	12%	107	6%	53	11%	98	100%	879
Attended a meeting of local elected officials or other local public meeting	68%	604	22%	195	7%	64	1%	8	1%	11	100%	882
Watched a meeting of local elected officials or other County-sponsored public meeting on cable television, the Internet or other media	54%	475	30%	259	15%	128	1%	11	1%	4	100%	877
Read 'Your Lane' Quarterly Newsletter	60%	526	26%	228	12%	108	1%	8	1%	8	100%	877
Visited the Lane County Web site (at www.lanecounty.org)	52%	450	25%	219	15%	130	5%	47	3%	24	100%	870
Recycled used paper, cans or bottles from your home	2%	20	3%	28	9%	80	13%	109	73%	634	100%	872
Volunteered your time to some group or activity in Lane County	41%	356	23%	201	18%	162	5%	44	13%	115	100%	877
Participated in a club or civic group in Lane County	58%	514	18%	155	10%	90	5%	45	9%	77	100%	883
Provided help to a friend or neighbor	3%	31	18%	161	44%	388	17%	149	18%	156	100%	886

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	18%	156
Several times a week	27%	241
Several times a month	26%	230
Once a month	29%	258
Several times a year	0%	0
Once a year or less	0%	0
Never	0%	0
Total	100%	885

Question 13: Service Quality												
Please rate the quality of each of the following services in Lane County:	Excellent		Good		Fair		Poor		Don't know		Total	
Sheriff services	7%	65	33%	288	26%	222	9%	80	25%	214	100%	869
Crime prevention	3%	30	25%	220	35%	300	18%	154	19%	163	100%	866
Fire prevention and education	11%	98	41%	358	21%	182	4%	38	22%	194	100%	870
Justice courts	4%	36	27%	233	24%	208	9%	78	36%	307	100%	862
Traffic enforcement on County road and highways	6%	49	33%	288	32%	277	14%	121	15%	129	100%	863
Road repair	2%	17	18%	157	36%	311	41%	355	3%	23	100%	863
Snow removal on County road and highways	6%	49	31%	267	26%	227	10%	85	27%	234	100%	862
Bus or transit services	13%	111	35%	300	21%	178	8%	70	23%	200	100%	859
Recycling	41%	359	45%	393	9%	82	1%	10	3%	24	100%	868
Storm drainage	9%	80	43%	368	27%	229	6%	53	15%	131	100%	862
County parks	22%	192	50%	429	19%	165	2%	19	7%	60	100%	865
Lane County open space	16%	138	39%	339	18%	153	3%	26	24%	212	100%	868
Availability of historic sites	7%	63	36%	305	25%	214	7%	58	25%	216	100%	856
Land use, planning and zoning	3%	26	16%	140	31%	268	23%	202	26%	227	100%	864
Code enforcement (weeds, abandoned buildings, etc.)	2%	17	17%	150	33%	285	23%	198	24%	211	100%	861
Animal control	4%	34	28%	242	28%	246	16%	138	24%	208	100%	868
Economic development	2%	19	11%	93	32%	275	36%	308	19%	161	100%	856
Health services	6%	52	35%	299	34%	297	11%	96	14%	120	100%	864
Services to seniors	7%	60	31%	269	23%	201	6%	54	33%	281	100%	865
Services to youth	4%	37	25%	214	27%	232	13%	116	31%	266	100%	865
Services to low-income people	8%	69	25%	212	28%	238	12%	106	27%	230	100%	855
Public information services	6%	50	31%	261	34%	289	7%	56	23%	198	100%	854
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	5%	39	23%	201	26%	223	11%	92	35%	305	100%	860
Preservation of natural areas such as open space, farmlands and greenbelts	10%	88	36%	312	30%	263	6%	55	18%	152	100%	870
Mental health services	4%	32	18%	152	23%	196	16%	142	40%	342	100%	864

Question 13: Service Quality												
Please rate the quality of each of the following services in Lane County:	Excellent		Good		Fair		Poor		Don't know		Total	
Drug and alcohol services	4%	38	23%	201	22%	190	13%	113	37%	321	100%	863
Leaf pick-up	11%	91	38%	323	23%	193	8%	65	22%	184	100%	855
County campgrounds and marinas	7%	63	41%	352	24%	204	4%	32	24%	210	100%	861
Juvenile Justice services for youth	2%	17	19%	162	21%	180	8%	67	51%	437	100%	864

Question 14: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
Lane County	5%	43	42%	360	38%	326	9%	78	6%	54	100%	862
The Federal Government	3%	26	24%	211	42%	366	20%	176	10%	91	100%	868
The State Government	3%	24	26%	226	44%	376	17%	149	10%	88	100%	862

Question 15: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Lane County to someone who asks	29%	249	48%	417	12%	108	8%	69	3%	29	100%	872
Remain in Lane County for the next five years	54%	472	23%	201	9%	80	9%	80	5%	44	100%	876

Question 16: Impact of the Economy												
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:									Percent of respondents		Count	
Very positive									3%		29	
Somewhat positive									9%		78	
Neutral									36%		314	
Somewhat negative									38%		330	
Very negative									14%		119	
Total									100%		871	

Question 17: Contact with County Employees		
Have you had any in-person or phone contact with an employee of Lane County within the last 12 months (including sheriff, receptionists, planners or any others)?	Percent of respondents	Count
No	57%	492
Yes	43%	376
Total	100%	867

Question 18: County Employees												
What was your impression of the employee(s) of Lane County in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	27%	101	48%	179	17%	65	8%	29	0%	1	100%	374
Responsiveness	30%	115	36%	136	19%	73	13%	50	1%	2	100%	376
Courtesy	36%	134	39%	147	16%	61	9%	33	0%	0	100%	374
Overall impression	29%	108	41%	155	16%	60	14%	52	0%	0	100%	374

Question 19: Government Performance												
Please rate the following categories of Lane County government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Lane County	4%	36	27%	234	35%	305	22%	197	12%	109	100%	882
The overall direction that Lane County is taking	3%	26	24%	211	36%	313	24%	213	13%	115	100%	878
The job Lane County government does at welcoming citizen involvement	6%	53	26%	229	34%	301	14%	121	19%	169	100%	873

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	44%	382
Yes, full-time	40%	345
Yes, part-time	17%	146
Total	100%	873

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	61%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	10%
Bus, rail, subway or other public transportation	6%
Walk	6%
Bicycle	8%
Work at home	8%
Other	1%

Question D3: Length of Residency		
How many years have you lived in Lane County?	Percent of respondents	Count
Less than 2 years	9%	78
2 to 5 years	13%	115
6 to 10 years	12%	102
11 to 20 years	17%	151
More than 20 years	49%	434
Total	100%	881

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	62%	543
House attached to one or more houses (e.g., a duplex or townhome)	6%	53
Building with two or more apartments or condominiums	21%	184
Mobile home	10%	89
Other	1%	10
Total	100%	879

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	39%	328
Owned by you or someone in this house with a mortgage or free and clear	61%	519
Total	100%	847

Question D6: Monthly Housing Cost		
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	7%	62
\$300 to \$599 per month	21%	181
\$600 to \$999 per month	34%	290
\$1,000 to \$1,499 per month	21%	184
\$1,500 to \$2,499 per month	13%	113
\$2,500 or more per month	4%	30
Total	100%	861

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	75%	654
Yes	25%	220
Total	100%	874

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	75%	662
Yes	25%	217
Total	100%	879

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	30%	257
\$25,000 to \$49,999	36%	307
\$50,000 to \$99,999	25%	210
\$100,000 to \$149,000	6%	53
\$150,000 or more	3%	27
Total	100%	854

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	97%	838
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	30
Total	100%	868

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	5%	41
Asian, Asian Indian or Pacific Islander	4%	33
Black or African American	1%	11
White	92%	799
Other	6%	49
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	9%	76
25 to 34 years	22%	194
35 to 44 years	11%	98
45 to 54 years	22%	194
55 to 64 years	15%	130
65 to 74 years	12%	109
75 years or older	9%	77
Total	100%	878

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	52%	449
Male	48%	422
Total	100%	871

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	9%	75
Yes	89%	778
Ineligible to vote	1%	13
Don't know	1%	10
Total	100%	876



Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	16%	139
Yes	81%	710
Ineligible to vote	2%	18
Don't know	1%	6
Total	100%	873

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	13%	116
Yes	87%	761
Total	100%	877

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	38%	337
Yes	62%	542
Total	100%	879

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	21%	92
Land line	64%	275
Both	15%	64
Total	100%	431

## APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS™) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

### SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by County officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

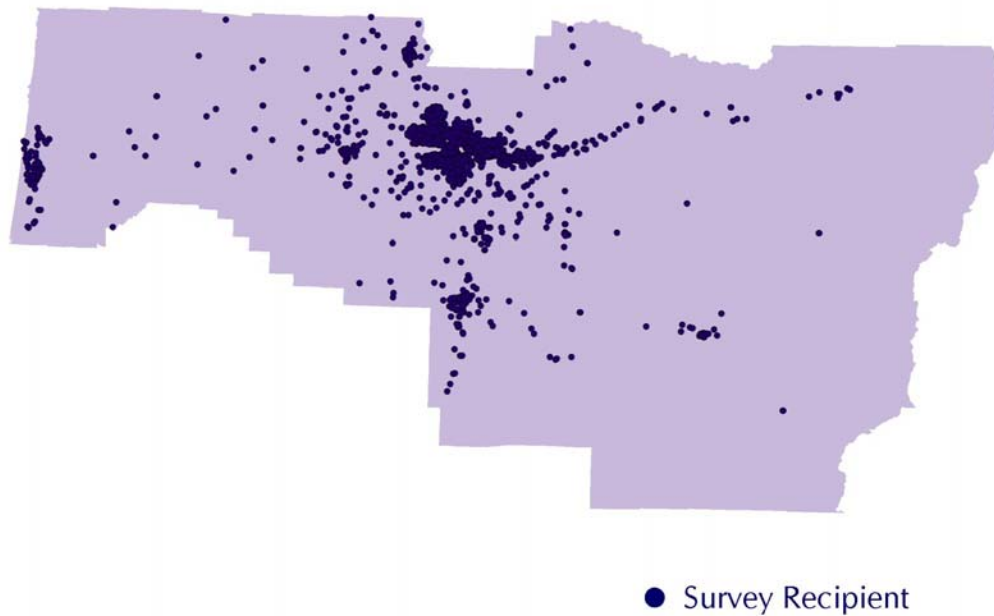
## SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within Lane County were eligible to participate in the survey; 3,000 were selected to receive the survey. These 3,000 households were randomly selected from a comprehensive list of all housing units within Lane County boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve Lane County households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of Lane County boundaries were removed from consideration.

To choose the 3,000 survey recipients, a systematic sampling method was applied to the list of households known to be within Lane County. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 88: LOCATION OF SURVEY RECIPIENTS

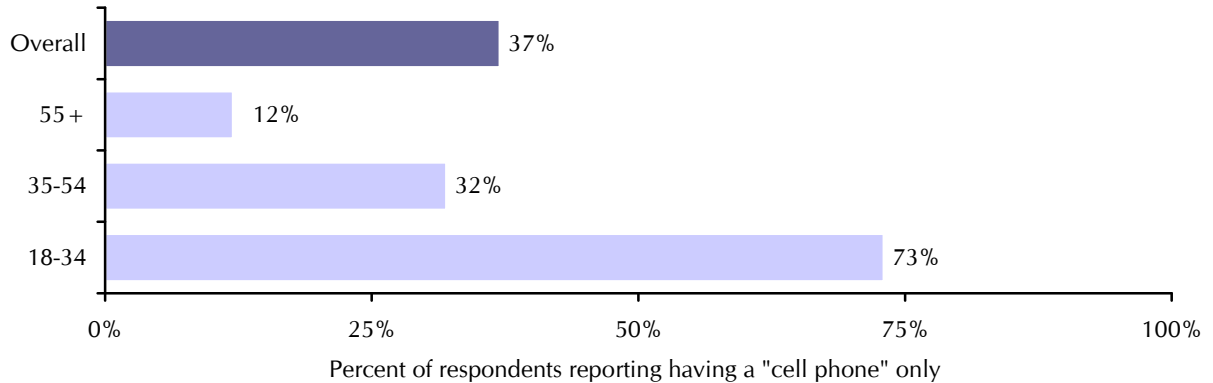
### The National Citizen Survey™ Lane County, OR 2011



An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.<sup>2</sup> Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Lane County has a “cord cutter” population greater than the nationwide 2010 estimates.

FIGURE 89: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN LANE COUNTY



<sup>2</sup> <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

## SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning January 10, 2010. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the county commissioners inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

## SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for Lane County survey is no greater than plus or minus three percentage points around any given percent reported for the entire sample (906 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

## SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

## SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2005-2009 American Community Survey Census estimates for adults in Lane County. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the following table

Lane County Citizen Survey Weighting Table			
Characteristic	Population Norm <sup>3</sup>	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	39%	30%	39%
Own home	61%	70%	61%
Detached unit	72%	72%	72%
Attached unit	28%	28%	28%
<b>Race and Ethnicity</b>			
White	91%	89%	87%
Not white	9%	11%	13%
Not Hispanic	95%	97%	96%
Hispanic	5%	3%	4%
White alone, not Hispanic	88%	87%	85%
Hispanic and/or other race	12%	13%	15%
<b>Sex and Age</b>			
Female	51%	55%	52%
Male	49%	45%	48%
18-34 years of age	32%	16%	31%
35-54 years of age	34%	26%	33%
55+ years of age	34%	59%	36%
Females 18-34	16%	10%	16%
Females 35-54	17%	15%	17%
Females 55+	18%	30%	19%
Males 18-34	16%	6%	16%
Males 35-54	17%	11%	16%
Males 55+	16%	28%	16%

<sup>3</sup> Source: 2005-2009 ACS



## SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

### Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

### “Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

### Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the *Citizen Surveys* book, but also in *Public Administration Review*, *Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

### The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

### Comparison of Lane County to the Benchmark Database

Lane County chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has

been provided when a similar question on the Lane County Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, Lane County's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of Lane County's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

## **APPENDIX C: SURVEY MATERIALS**

The following pages contain copies of the survey materials sent to randomly selected households within Lane County.

Dear Lane County Resident,

Your household has been selected at random to participate in an anonymous resident survey about Lane County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

Your Lane County Board of Commissioners,  
Jay Bozievich, Rob Handy  
Sid Leiken, Peter Sorenson and  
Faye Hills Stewart

Dear Lane County Resident,

Your household has been selected at random to participate in an anonymous resident survey about Lane County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

Your Lane County Board of Commissioners,  
Jay Bozievich, Rob Handy  
Sid Leiken, Peter Sorenson and  
Faye Hills Stewart

Dear Lane County Resident,

Your household has been selected at random to participate in an anonymous resident survey about Lane County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

Your Lane County Board of Commissioners,  
Jay Bozievich, Rob Handy  
Sid Leiken, Peter Sorenson and  
Faye Hills Stewart

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LANE COUNTY BOARD OF  
COMMISSIONERS  
PUBLIC SERVICE BUILDING  
125 EAST 8TH AVE.  
EUGENE, OR 97401

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## Lane County Board of Commissioners

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Jay Bozievich  
Rob Handy  
Sid Leiken  
Peter Sorenson  
Faye Hills Stewart

January 2011

Dear Lane County Resident:

Lane County wants to know what you think about our community and local government. You have been randomly selected to participate in Lane County's 2011 Resident Survey.

Please take a few minutes to fill out the enclosed Resident Survey. Your feedback will help the Lane County Board of Commissioners set benchmarks for tracking the quality of services provided to residents, and your answers will help the Board make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

**To get a representative sample of Lane County residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.**

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Resident Survey please call (541) 682-4203.

Please help us shape the future of Lane County. Thank you for your time and participation.

Sincerely,

Jay Bozievich  
Commissioner

Pete Sorenson  
Commissioner

Rob Handy  
Commissioner

Faye Hills Stewart  
Commissioner

Sid Leiken  
Commissioner



## Lane County Board of Commissioners

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Jay Bozievich  
Rob Handy  
Sid Leiken  
Peter Sorenson  
Faye Hills Stewart

January 2011

Dear Lane County Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. Lane County wants to know what you think about our community and local government. You have been randomly selected to participate in Lane County's Resident Survey.

Please take a few minutes to fill out the enclosed Resident Survey. Your feedback will help the Lane County Board of Commissioners set benchmarks for tracking the quality of services provided to residents, and your answers will help the Board make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

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Commissioner

Pete Sorenson  
Commissioner

Rob Handy  
Commissioner

Faye Hills Stewart  
Commissioner

Sid Leiken  
Commissioner



# Lane County 2011 Resident Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

## 1. Please rate each of the following aspects of quality of life in Lane County:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Lane County as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Lane County as a place to raise children .....	1	2	3	4	5
Lane County as a place to work .....	1	2	3	4	5
Lane County as a place to retire .....	1	2	3	4	5
The overall quality of life in Lane County.....	1	2	3	4	5

## 2. Please rate each of the following characteristics as they relate to Lane County as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds .....	1	2	3	4	5
Overall appearance of Lane County .....	1	2	3	4	5
Cleanliness of Lane County .....	1	2	3	4	5
Overall quality of new development in Lane County .....	1	2	3	4	5
Overall quality of business and service establishments in Lane County ....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities .....	1	2	3	4	5
Employment opportunities .....	1	2	3	4	5
Educational opportunities .....	1	2	3	4	5
Opportunities to participate in social events and activities .....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in Lane County .....	1	2	3	4	5
Ease of bus travel in Lane County.....	1	2	3	4	5
Ease of bicycle travel in Lane County .....	1	2	3	4	5
Traffic flow on County roads.....	1	2	3	4	5
Availability of affordable quality housing .....	1	2	3	4	5
Availability of affordable quality child care .....	1	2	3	4	5
Availability of affordable quality health care .....	1	2	3	4	5
Availability of affordable quality food .....	1	2	3	4	5
Availability of preventive health services .....	1	2	3	4	5
Quality of overall natural environment in Lane County .....	1	2	3	4	5
Overall image or reputation of Lane County .....	1	2	3	4	5

## 3. Please rate the speed of growth in the following categories in Lane County over the past 2 years:

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth .....	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Lane County?
- ☐ Not a problem    ☐ Minor problem    ☐ Moderate problem    ☐ Major problem    ☐ Don't know

5. Please rate how safe or unsafe you feel from the following in Lane County:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery) .....	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Lane County's downtown area(s) during the day .....	1	2	3	4	5	6
In Lane County's downtown area(s) after dark.....	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the Lane County Sheriff's Department within the last 12 months?

☐ No → Go to Question 9                      ☐ Yes → Go to Question 8

8. What was your overall impression of your most recent contact with the Lane County Sheriff's Department?

☐ Excellent    ☐ Good    ☐ Fair    ☐ Poor    ☐ Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?

☐ No → Go to Question 11    ☐ Yes → Go to Question 10    ☐ Don't know → Go to Question 11

10. If yes, was this crime (these crimes) reported to the police?

☐ No                      ☐ Yes                      ☐ Don't know

11. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Lane County?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Visited a County park.....	1	2	3	4	5
Ridden a local bus within Lane County.....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting .....	1	2	3	4	5
Watched a meeting of local elected officials or other County-sponsored public meeting on cable television, the Internet or other media .....	1	2	3	4	5
Read "Your Lane" Quarterly Newsletter .....	1	2	3	4	5
Visited the Lane County Web site (at <a href="http://www.lanecounty.org">www.lanecounty.org</a> ) .....	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Lane County.....	1	2	3	4	5
Participated in a club or civic group in Lane County .....	1	2	3	4	5
Provided help to a friend or neighbor .....	1	2	3	4	5

12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

☐ Just about every day  
☐ Several times a week  
☐ Several times a month  
☐ Less than several times a month

# Lane County 2011 Resident Survey

## 13. Please rate the quality of each of the following services in Lane County:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sheriff services .....	1	2	3	4	5
Crime prevention .....	1	2	3	4	5
Fire prevention and education .....	1	2	3	4	5
Justice courts.....	1	2	3	4	5
Traffic enforcement on County roads and highways .....	1	2	3	4	5
Road repair .....	1	2	3	4	5
Snow removal on County roads and highways .....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
County parks.....	1	2	3	4	5
Lane County Open Space .....	1	2	3	4	5
Availability of historic sites .....	1	2	3	4	5
Land use, planning and zoning .....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.) .....	1	2	3	4	5
Animal control .....	1	2	3	4	5
Economic development .....	1	2	3	4	5
Health services .....	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people .....	1	2	3	4	5
Public information services .....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) .....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts .....	1	2	3	4	5
Mental Health services.....	1	2	3	4	5
Drug and Alcohol services .....	1	2	3	4	5
Leaf pick-up .....	1	2	3	4	5
County campgrounds and marinas .....	1	2	3	4	5
Juvenile Justice services for youth .....	1	2	3	4	5

## 14. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Lane County .....	1	2	3	4	5
The Federal Government .....	1	2	3	4	5
The State Government .....	1	2	3	4	5

## 15. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Lane County to someone who asks.....	1	2	3	4	5
Remain in Lane County for the next five years .....	1	2	3	4	5

## 16. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

☐ Very positive
 ☐ Somewhat positive
 ☐ Neutral
 ☐ Somewhat negative
 ☐ Very negative

**17. Have you had any in-person or phone contact with an employee of Lane County within the last 12 months (including sheriff, receptionists, planners or any others)?**

☐ No → Go to Question 19

☐ Yes → Go to Question 18

**18. What was your impression of the employee(s) of Lane County in your most recent contact? (Rate each characteristic below.)**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy .....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

**19. Please rate the following categories of Lane County government performance:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Lane County .....	1	2	3	4	5
The overall direction that Lane County is taking.....	1	2	3	4	5
The job Lane County government does at welcoming citizen involvement .....	1	2	3	4	5

# Lane County 2011 Resident Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

**D1. Are you currently employed for pay?**

- ☐ No → Go to Question D3
- ☐ Yes, full time → Go to Question D2
- ☐ Yes, part time → Go to Question D2

**D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)**

Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself ..... days

Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults ..... days

Bus, Rail, Subway or other public transportation ..... days

Walk ..... days

Bicycle ..... days

Work at home ..... days

Other ..... days

**D3. How many years have you lived in Lane County?**

- ☐ Less than 2 years
- ☐ 2-5 years
- ☐ 6-10 years
- ☐ 11-20 years
- ☐ More than 20 years

**D4. Which best describes the building you live in?**

- ☐ One family house detached from any other houses
- ☐ House attached to one or more houses (e.g., a duplex or townhome)
- ☐ Building with two or more apartments or condominiums
- ☐ Mobile home
- ☐ Other

**D5. Is this house, apartment or mobile home...**

- ☐ Rented for cash or occupied without cash payment?
- ☐ Owned by you or someone in this house with a mortgage or free and clear?

**D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?**

- ☐ Less than \$300 per month
- ☐ \$300 to \$599 per month
- ☐ \$600 to \$999 per month
- ☐ \$1,000 to \$1,499 per month
- ☐ \$1,500 to \$2,499 per month
- ☐ \$2,500 or more per month

**D7. Do any children 17 or under live in your household?**

- ☐ No
- ☐ Yes

**D8. Are you or any other members of your household aged 65 or older?**

- ☐ No
- ☐ Yes

**D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**

- ☐ Less than \$24,999
- ☐ \$25,000 to \$49,999
- ☐ \$50,000 to \$99,999
- ☐ \$100,000 to \$149,999
- ☐ \$150,000 or more

**Please respond to both question D10 and D11:**

**D10. Are you Spanish, Hispanic or Latino?**

- ☐ No, not Spanish, Hispanic or Latino
- ☐ Yes, I consider myself to be Spanish, Hispanic or Latino

**D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

- ☐ American Indian or Alaskan Native
- ☐ Asian, Asian Indian or Pacific Islander
- ☐ Black or African American
- ☐ White
- ☐ Other

**D12. In which category is your age?**

- ☐ 18-24 years
- ☐ 25-34 years
- ☐ 35-44 years
- ☐ 45-54 years
- ☐ 55-64 years
- ☐ 65-74 years
- ☐ 75 years or older

**D13. What is your sex?**

- ☐ Female
- ☐ Male

**D14. Are you registered to vote in your jurisdiction?**

- ☐ No
- ☐ Yes
- ☐ Ineligible to vote
- ☐ Don't know

**D15. Many people don't have time to vote in elections. Did you vote in the last general election?**

- ☐ No
- ☐ Yes
- ☐ Ineligible to vote
- ☐ Don't know

**D16. Do you have a cell phone?**

- ☐ No
- ☐ Yes

**D17. Do you have a land line at home?**

- ☐ No
- ☐ Yes

**D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?**

- ☐ Cell
- ☐ Land line
- ☐ Both

Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:  
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



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